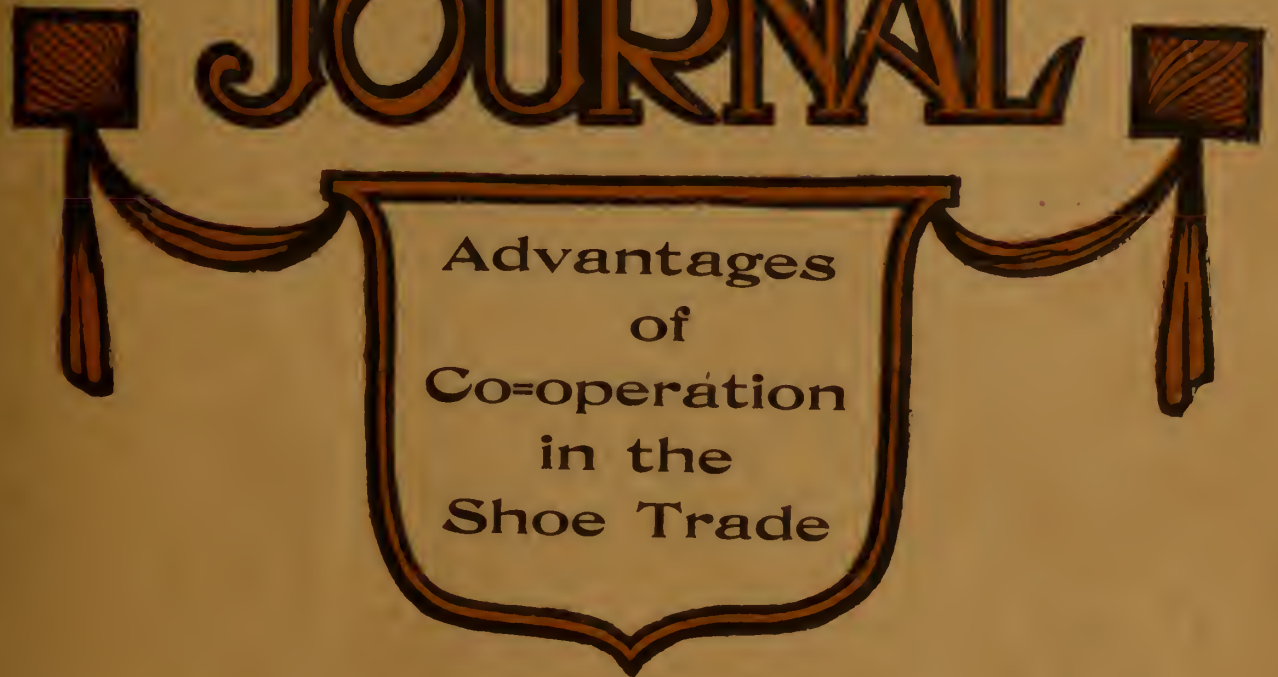




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The
SHOE & LEATHER
JOURNAL



ACTON PUBLISHING CO. LIMITED
TORONTO **MONTREAL**

To the Shoe and Leather Trade

WE CALL the attention of the trade to the fact that we are the original and only manufacturers of Nubuck Leather. It is our invention. We spent our time and money perfecting it, introducing it and advertising it extensively to shoe manufacturer, shoe wholesaler and shoe retailer. It has become deservedly popular and well-known throughout the country, not only because it is a new thing in leather, but because of its downright merit.

Because of its merit and its popularity it is necessarily being imitated, but the imitations are not Nubuck, nor can they be represented or sold as Nubuck.

For the protection of those who are buying Nubuck and for our own protection we shall prevent by legal action the unlawful use of this trade mark name, and we warn the trade accordingly.

A. C. LAWRENCE LEATHER COMPANY

95 SOUTH STREET, BOSTON

NEW YORK, 621 Broadway
GLOVERVILLE, 50 So. Main St.
ROCHESTER, 605-6 Powers Bldg.
CINCINNATI, 632 Sycamore St.
ST. LOUIS, 705 Lucas St.

*If in doubt send sample
to our laboratory for
identification*

Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

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 CO.

MONTREAL, QUE., 59 St. Peter Street

CHICAGO

130 W. Michigan St.

NEW YORK

34 Spruce St.

BOSTON, MASS
128 Summer St.

GLOVERSVILLE, N. Y.
11 Cayadutta St.

ST. LOUIS, MO.
619 E. Eighth St.

Shoe Manufacturers!

We are the

Exclusive Makers for Canada

— of —

Arnold (McKay) Flex Welt

Our

Goodyear Welt

is made only from

Prime Side Leather

And goes to most of the best shoe houses of Canada

Other specialties for shoe trade:—

**Tan Cowhide Shoe
Oil Tan and Combination**

Russet and black shoe leathers

Oil Tan Moccasin

made from select extra stout stock

WRITE FOR SAMPLES

**WICKETT & CRAIG
LIMITED
TORONTO**

Controlling also Newton Tanning Co. Limited,
Elgin Mills, Ontario

**WHERE
AMHERST
MAKE
EXCELS**

CHOICE
UPPER STOCK



TOUGH SOLID LEATHER
OUT AND INSOLES

7 POINTS

OUR GUARANTEE

ON EVERY PAIR

RIGG & COMPANY LIMITED

32 CHURCH
STREET

SHOE FINDINGS

TORONTO
CANADA

CANADIAN AGENTS FOR

"CARR'S POLISHES" and "REVOLITE" JUMBO RUBBER HEELS

"BLACKIT"
AND
"BROWINIT"

PROFIT PRODUCING POLISHES



BRIGHTEST
AND
BEST

are Carr's "Blackit and Brownit" for the very simple reason that they contain every essential element to make them so.

The embodiment of these elements means the most brilliant and lasting polish. It also means the preservation of the leather, protection against bad weather, economy and minimum waste, resulting in the greatest measure of satisfaction to the user. And it is that feeling of satisfaction you wish to create in every customer, is it not?

Manufactured by CARR & SON, London, Eng.
Makers of the most complete line of Shoe Polishes since 1837

THE QUALITY OF THE RUBBER HEELS

Made in Thirteen Sizes.

you sell has a direct effect on every branch of your business. If the quality be indifferent, the effect is surely not the best, but if the quality is the highest, the impression created is bound to be the most favorable and therefore the most profitable.

"Revolite Jumbo" Rubber Heels are made only of the best quality and so should appeal to every progressive shoe merchant.



A Heel to Fit Any Style Shoe

“Endural” Calf Won't Let The Water In

Endural is a heavy chrome tanned calf that's made especially for winter shoes.

There is never a moment in the making that winter weather conditions are not fixedly kept in view.

So “Endural” is all that a good winter water-proof leather should be.

It meets every imported viscolized leather we have ever seen, meets them at every point save price.

For “Endural's” laid down cost is about 4c. less on every foot you use.

It is made in two colors, No. 22 and No. 44, and in 4 weights for men's and women's shoes.

You can prove the truth of what we say by a try out. It will be good for you and good for us. Come on.

Davis Leather Co. Limited
Newmarket, Ontario

In Stock for Immediate Delivery
M^cCREADY and **AMES HOLDEN**
Brands of Leather Footwear
Best quality and workmanship in every grade

—ALSO—

RUBBERS

Granby Dominion
Maple Leaf Anchor

AS WELL AS

Oil Tanned Shoe Packs

FELTS

and Lumbermen's Socks

Ames-Holden-McCready Limited

Montreal St. John Toronto Winnipeg
Edmonton Calgary Vancouver

And Now Let Us Settle Down to It

Now that the greatest and most joyful holiday season is once more a thing of the past, let us decide that 1912 will be by far the greatest in the history of Classic Shoes, and settle down to make it so.



While we are putting forth our best efforts to produce for the retailer and consumer the best styles, and if possible, even better quality, let our merchant friends give the Classic lines the prominence they so well warrant.

The result will be that a year hence we will all be better prepared to enjoy, in a greater measure, the next anniversary of the joyous season just passed.

GETTY & SCOTT

LIMITED

GALT - - ONTARIO

FIRE!

Because of the fire in our factory on December 30th we will be delayed a little in delivering orders.

But we are having made an extra supply of new lasts, and our employees have generously offered to work nights to catch up.

Deliveries will be delayed about three weeks—perhaps not that much, until we are again running on schedule time.

Be sure that customers will be supplied just as soon as we can get those quick-selling Tetrault shoes through the factory.

Tetrault Shoe Mfg. Co. Limited

MONTREAL

'NUGGET'

NUGGET BOOT POLISH

Will not Freeze

The advertisement features a man in a dark winter suit and hat, sitting on a box labeled "NUGGET BOOT POLISH". He is holding a tin of the product, which has "NUGGET BOOT POLISH" and "MADE IN THE U.S.A." printed on it. The background is a snowy, icy landscape with icicles hanging from the top. The word "NUGGET" is written in large, stylized, 3D letters at the top. At the bottom, the phrase "Will not Freeze" is written in a similar 3D font, with "not" underlined.

"Can be obtained from any Wholesaler"

A New Year's Chat With You

and an expression of our sincere appreciation of the many favors extended to us during the past year by our constantly enlarging circle of friends.



Little
Gent's
Last

We consider this the logical result of the consistently square treatment we have at all times tried to extend to every shoeman with whom we have had dealings during 1911, and—

“Goodsense” Young Folks Shoes

Their superior style and workmanship, their general all-round wear-resisting qualities and dependability have made for them a host of friends.

□□□

May we supply **your** wants in Growing Girls', Misses', Children's and Little Gent's Shoes for 1912.



Growing
Girls'
Last

A Prosperous New Year
To One and All Is Our
:: :: :: :: Wish. :: :: :: ::

KIRVAN-DOIG

LIMITED

The Goodsense Shoe Factory

344 Delorimier Ave. - Montreal



E. E. DONOVAN, Vice-president and Superintendent

*A
Happy and Prosperous
New Year to You
Mr. Retailer*

Permit us to present our Vice-president and Superintendent, Mr. E. E. Donovan, who makes our shoes.

There is a reason why Astorias and Liberty's lead.

Best of all, we can show you.

THE
COOK-FITZGERALD COMPANY
LIMITED

LONDON - ONTARIO

THE
United Shoe Machinery Co.
OF CANADA

☐ The United Shoe Machinery Company of Canada
co-operates with the shoe manufacturer.

☐ The United Shoe Machinery Company of Canada
equips the manufacturer with the "GOODYEAR
WELT" machinery, the ONLY system of shoe
machinery which will turn out a GOOD welt sole in
the minimum of time at the minimum of cost. It
maintains that machinery at a surpassing standard.

☐ The United Shoe Machinery Company of Canada
assists the manufacturer in the marketing of his
product by advertising "Goodyear Welt" shoes to
millions of prospective purchasers.

United Shoe Machinery Company
OF CANADA

Canadian Address
Lagauchetiere and St. Monique Sts., - Montreal, Que.

The best New Year's Resolution:

"I will sell the Doctors Shoe"



¶ The worst thing about New Year's resolutions is that they are usually so easy to make and so hard to keep. And the older the year gets the harder it is to keep them.

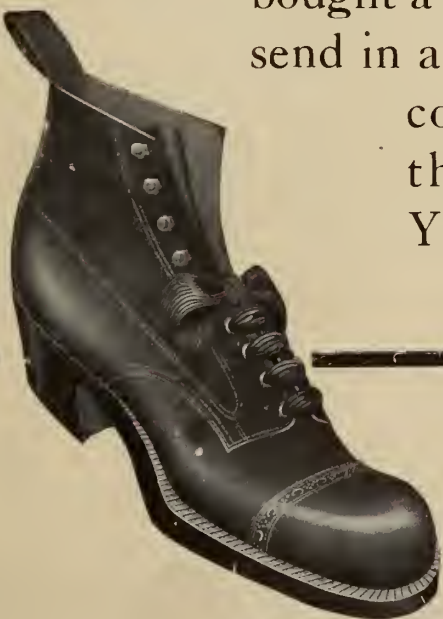
¶ But, if you resolve to sell the Doctors Shoe during Nineteen-Twelve you'll find that you've made at least one resolution that is not hard to keep and which grows easier as the year goes on.

Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO

¶ So make your resolution now and order your first consignment to-day.

¶ If your jobber doesn't keep the Doctors Shoe tell us and we'll put you in touch with one who does.

¶ And when you've sold that first consignment and pleased every man who bought a pair from it you'll send in a bigger order and continue to keep that good New Year's resolution.



The Tebutt Shoe
& Leather Comp'y

Makers of Purposeful
Shoes for Men
THREE RIVERS - QUEBEC

Start Right

Resolve to start the New Year in such a manner that at the end of it you will not have dead stock on hand.

Buy sensible, saleable shoes ; shoes with style, and comfort, and wear. And be sure the prices are right.

I can supply you with such shoes at prices that mean good profits and satisfied customers.

You write to-day and get my prices and let me send a representative to see you.

JAMES ROBINSON

182-186 McGill St. MONTREAL



Linton's Welts Stand on a Solid Foundation :::::

Always popular, Linton's Welts have made many new friends during the past year. These friends will stick, because—

Our welts embody the very latest ideas in style and appearance;

These qualities are backed up by the best leather we can buy, manufactured in the most expert way.

For the coming year we bespeak a continuance of your many past favors, and extend our best wishes for a most prosperous New Year.

James Linton & Co.
MONTREAL

Makers of High-class Welts

QUALITY

A Volume of the World's Winning Retail Ads.

THE ADVERTISER'S CYCLOPEDIA OF SELLING PHRASES

The ads. which have brought in the biggest returns, sold the most goods, opened up new business in every line of trade, giving every sort of sale in every season, together with the novel advertising ideas that have been proven winners.

This one great volume—1,360 pages—about the size of a Webster's Dictionary, is filled from cover to cover with ads. that were written by men who are still getting the biggest results to-day—the ads. that built up the gigantic retail stores of America—the ads. that have made other men's fortunes and can make yours.

Original "Brains" Edition

\$ 3

DOWN

"BRAINS," the National and International Weekly for retail advertisers, bankers and other advertisers, originally prepared this collection of winning advertisements and "BRAINS" Corporation is the sole owner of the plates. This is, therefore, the only authentic and complete edition. Handsomely bound in red leather.

Send \$3 with this coupon and receive this volume of the World's Winning Sales Advertisements, a Gold Miner of Business Getting Ideas, the Advertiser's Cyclopedic—1,360 pages—size 10 x 6 inches, about the size of Webster's Dictionary—express prepaid. Send \$2 per month for four months after—that's scarcely 35 cents a week—you will in addition receive

"BRAINS" THE ONLY WEEKLY FOR RETAIL ADVERTISERS

which will come to you every week for two years—104 copies—each containing more of the world's winning advertisements. Send only \$3 with coupon.

BRAINS CORPORATION,
SCRANTON, PA.

For \$3 enclosed, send me the volume of the World's Winning Sales Advertisements—The Advertiser's Cyclopedic of selling phrases = 1,360 pages—bound in red leather, together with "Brains" for Two Years. I will send \$2.00 each month for the next four months or \$11.00 in all.

Canada same terms. Foreign \$12—\$6 down.

Name

Address

City and State

Business

THE BEST

Everyday

SHOE

It's the steady profit that adds most to the growth of your bank account. It's the shoes you sell day in and day out that loom largest as profit makers. Stock shoes that will sell every day.

Their name is "Everyday." They are made at Aurora—of well-tanned leather—by expert workmen—on sensible lasts—and they're priced right. They'll make your store known as "The Store of Value."

It certainly is worth while to try out these sensible saleable shoes.

The T. SISMAN SHOE COMPANY Limited

AURORA

ONTARIO

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

NEW YORK
CHICAGO

ST. LOUIS
ST. PETERSBURG
CINCINNATI

FRANKFURT
NEW ORLEANS
HAMBURG

NEW YORK

130 South Street, CHICAGO

ILL. ASS.

Address all correspondence to Chicago Office.

Combination Leather

It is a comparativey new line with us, but our production already paces us in the veteran cass

Have you tried Davis' Combintion?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

*We can supply it
Colored or Black
Grained or Smooth
And in weights suitable for
all lines*

Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



BRADY MILNE, LIMITED - KINGSTON, ONTARIO
The Canadian Agents for the
ARTISER

which will come
each containing
Send only \$3 with coupon.

62.00 each
months or \$
Canada \$12-\$6 down

Name
Address
City and State
Business

Shoes that recommend your store

Sell shoes that give entire satisfaction and you are on the high-road to success. It is certain that such shoes hold trade and also advertise your store as the home of good shoes.

Satisfaction is the keynote of the success of Williams Shoes and solid leather is the reason. There never was and never will be a possibility of any substitute entering into their make-up. You can always rely on Williams Shoes to leave a good impression of your store on the minds of your customers.



THE WILLIAMS SHOE COMPANY

BRAMPTON, ONTARIO

THAT P-V MULE!

If you cut "Split" Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Horse and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.
MILWAUKEE - WIS.

Distributors:

BOSTON
NEW YORK
CHICAGO

ST. LOUIS
ST. PAUL
CINCINNATI

SAN FRANCISCO
NEW ORLEANS
GLOVERSVILLE

LONDON, ENGLAND
FRANKFURT, O.-M., GERMANY
PARIS, FRANCE

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

SHOE SPECIALTIES

FOR MANUFACTURERS

Your especial attention is directed to our range.
Your wants will be promptly attended to.

Shoe Drills

Shoe Ducks

Sock Linings

Boot Webs

WE ARE MAKERS OF

Rubber Cements

Cork Filler

Box Toe Gums

Patent Leather Tip Repair

Shoe Cleaner

Royal Backing

Pasted Cloth

Box Toe Canvas

Innersoling

Top Facings

Box Toe Materials

Backing Cloth a Specialty

Shipment Prompt

CEMENT DEPARTMENT

Prices Right

FISK LIMITED

MONTREAL



YOU are not in the shoe business to make elegant window displays or to appear up-to-date, but to make money. It is well to keep this in mind when buying shoes.

Elegant window displays and an appearance of up-to-dateness are valuable helps to any dealer but if he buys his stock with a view to appearance only he is doomed to failure.

Display attracts. Extreme lasts and "created" shapes give an appearance of progressiveness but you have to back this up with satisfactory footwear.

Yamaska Brand Shoes

back up their appearance with long, comfortable service. They are made on up-to-date machinery from the best leathers and are always full value. Wearers of "Yamaska" Shoes get the habit of coming back to your store for more of these good shoes.

It will pay you to get your customers into the "Yamaska" habit.

**LA COMPAGNIE
J. A. & M. COTE
ST. HYACINTHE, P. Q.**

Don't Buy Appearance Only

It isn't wise to buy shoes on appearance for a natty last and fine finish oftimes hide many shoemaking defects.

It does pay to buy shoes that have been put to the test and have proven satisfactory.

It pays to buy Blouin's Shoes. They are as reliable and wear-resisting as good leather and good workmanship can make them. They have the appearance as well.

F. BLOUIN, Boots, Shoes, Moccasins, QUEBEC

Do you want to sell more Dongola Shoes this year?

The sale of any shoe depends a great deal upon the leather that is in it. Take a Dongola Shoe for instance, if it is made from Maple Leaf Glazed Kid it will sell more readily and do your business more good than if it were made of some inferior leather.

That's because Maple Leaf Leather makes a mighty fine-appearing shoe as well as a long-wearing one.

You can increase your sale of Dongola Shoes by specifying that they be made from Maple Leaf Glazed Kid.



LUCIEN BORNE, QUEBEC

Western Agents : MALLETT & ROY, 225 Lemoine Street, MONTREAL

Shoes That Are Talked About WHY?

Styles are the newest
Materials are the best
Prices are right
Everything new that's
good in Women's Shoes

THE McDERMOTT SHOE CO., MONTREAL

THANKS! THE SAME TO YOU

Start the year right by ordering a stock of **Good Boot and Shoe Laces**. Qualities that sell well and leave a "want another pair" feeling in the customer's mind so he'll come back to **you** for them. **Our tags stay on—the color is fast.** Our goods have the name banded on each pair so you know value is fair and right every time. We advertise these names so must keep quality standard. Sell good qualities and your profit per sale is increased. We guarantee you better results in every way handling these brands. All qualities banded in pairs. Put up in 1 gross dainty colored box; fancy labels; wrapped in oiled tissue paper.

**Orient, Bank, City, Universal, White Heather, Royal, Empire,
Flag, Diadem, Schoolgirl, Schoolboy**

Don't forget to include some very wide shoe ties, they are good this spring. **Trilby and Orient silk finished. My Lady artificial silk. 2737 and 2800 Real Silk.** All banded in pairs, some in transparent envelopes each pair, some boxed pairs. All nifty, classy make up. Every style needed for boots and shoes.

Manufactured in England by

**Brough, Nicholson & Hall
LIMITED**

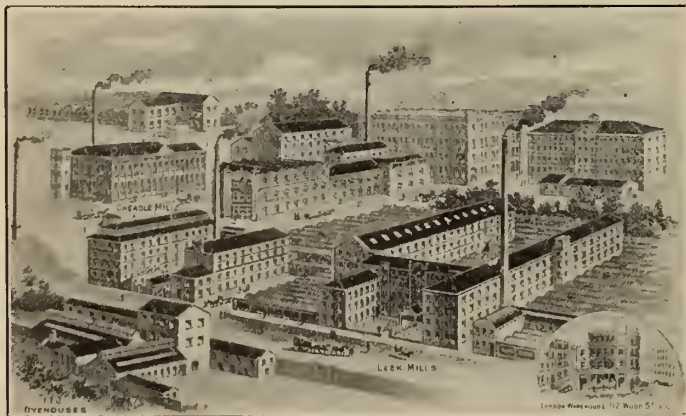
Leek, Staffs. 112 Wood Street, London, E.C.

Wholesale only supplied. All qualities
now in stock by Canadian Agents

Walter Williams & Co.

517-525 St. Paul Street, Montreal
Telephone Main 2724

20 Wellington Street W., Toronto
Telephone Main 2994



Here's where our goods are made, over 2,000 workers. Every item of finished article produced on our own premises.

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
LIMITED

LEATHER FINDINGS

79 Front St. East Toronto, Ont.

SCHOLL'S
BUNION REDUCER

Made of Pure Gum Rubber



Fits Any Foot and Stays in Place

More practical, convenient and economical than felt, chamois or leather pads and protectors. Made in three sizes, small, medium and large. A perfect and close fit is had in every case. Thoroughly sanitary and hygienic. Can be cleansed and used indefinitely.

Get this new bunion shield and increase your sales and profits.

Send for samples and Dr. Scholl's new book on feet.

\$7.50 Per Dozen Pairs

Order a dozen assorted sizes quick.

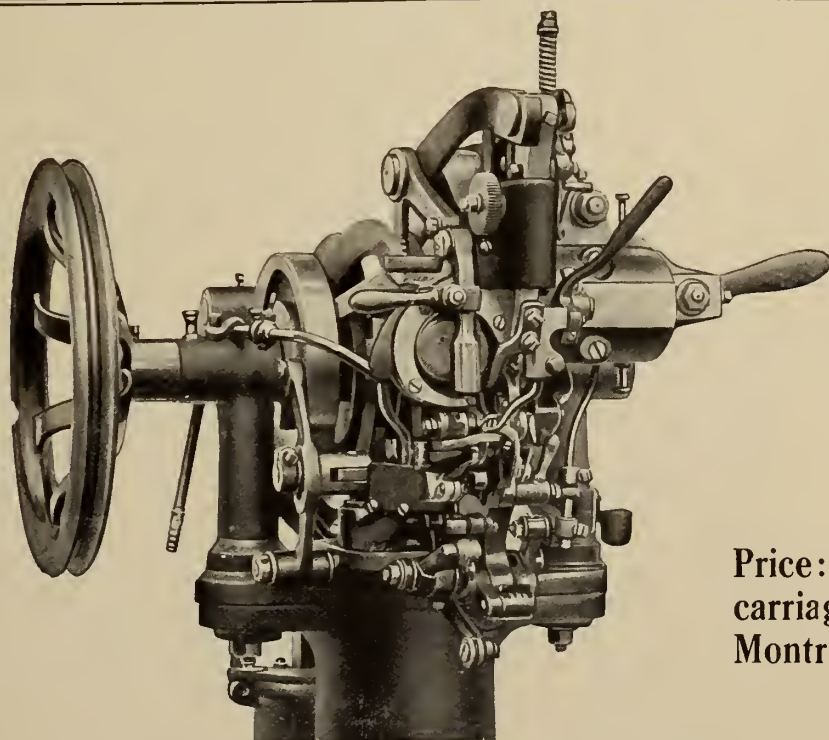
THE SCHOLL MFG. CO., LIMITED

Largest Manufacturers of Foot Specialties in the World

472 KING ST. WEST - - TORONTO

(5 Manchester Ave., E.C., London, Eng.)

The
Stanlock
Stitcher



This is the finest machine ever built, and has unique advantages for heavy work

Price: Duty and carriage paid to Montreal, \$1,000

WRITE FOR PARTICULARS OF THIS MACHINE

The Standard Engineering Company Limited

Evlington Valley Road - - - - - Leicester, England



When figuring out what will prove the most profitable line of shoes to handle this year remember your customer.

If you consider his profit as well as your own—and it's good business to do so—you will surely choose the "Surpass" line.

Here's a line that gives you a good profit and gives your customer good service, and that brings him back.

Sell "Surpass" Shoes and keep all your customers.

THE
LOUIS GAUTHEIR
CO., LIMITED
QUEBEC CITY



Our Counters Excel In Two Points

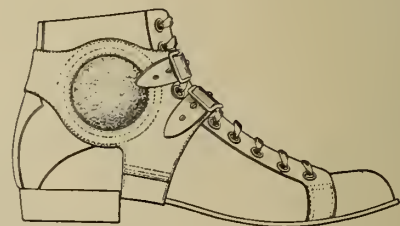
They are BETTER and they are CHEAPER. No other counter made will stand comparison with Guay's "New Patent."

They are made of solid leather, and will outwear any shoe.

They cost only 3½c. to 4c. per pair. Can you touch this price elsewhere?

Standard Board and Union Counters also made. Send for samples.

EUGENE GUAY
230 Marguerite St. MONTREAL



With hockey, basketball and tenpin bowling in full swing, ample opportunity is given merchants to dispose of the Lachance Ankle Brace and Protector. Athletes engaged in these arduous sports will be much benefited by the use of this protector and strengthener of weak ankles.

LACHANCE & TANGUAY
QUEBEC CITY

YOU Can Use This Service

ONE of the merchant's and repair man's greatest difficulties has been to make the repair department really **DISTINCTIVE**. ¶ When you use Star Brand Waterproof and Wearproof Tapsols we will help you solve sole is the result study on our part. proof and made of as we can tan—wearproof. ¶ Fur—enclosed with a in a tasty little

WATERPROOF

is only possible if your feet are shod with tough waterproof soled shoes. ¶ You will have better health, better sport and be much more content if we

¶ Supplementing all these features is the advertising service we give you. Every purchaser of these Star Brand soles can secure **WITHOUT CHARGE** a series of electros and advertisements for use in his newspaper. ¶ Write us while you are thinking of it.



Foot Comfort in the Woods

is only possible if your feet are shod with tough waterproof soled shoes.

¶ You will have better health, better sport and be much more content if we

Make Those Old Shoes Waterproof

by putting on a pair of our patent wearproof and waterproof soles.

¶ Don't delay this. You know it will take us some time to do this. Bring the shoes in to-day while you think of it.

YOUR NAME HERE

We will gladly supply this electro and a series of twelve ads. just for the asking.

Beardmore & Company

TORONTO — ACTON — MONTREAL



THE Smardon
TRADE MARK
SHOE

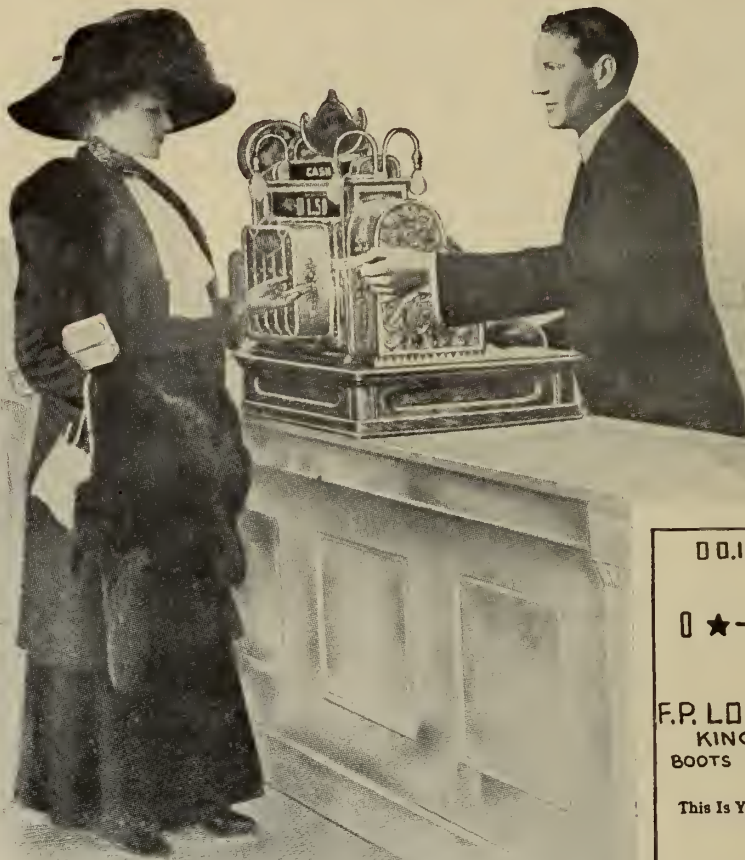
“Models of propriety that are imitated but never equalled.”

SMARDON SHOE CO.
533-535 VISITATION STREET
MONTREAL



Women's White Nubuck, 16 Butt. Welt

“GET A RECEIPT”



D.O. FEB 28
 0 ★ - 0 .75
F.P. LOCKETT
 KINGSTON
 BOOTS & SHOES
 This Is Your Receipt

A National Cash Register Receipt

PUTTING A RECEIPT IN EVERY PARCEL BENEFITS THE CUSTOMER

- It prevents disputes. Prevents overcharging.
- Prevents mistakes in change. Stops mistakes in charge accounts.
- Insures a proper record of money paid on account.
- Gives information about special sales and new lines of goods handled by the merchant.
- Protects children and servants by giving them a receipt to take home.
- Shows which clerk waits on each customer, and in case goods are exchanged, proves the price paid and date purchased.

National Cash Register Receipts protect Millions of customers daily against mistakes and carelessness

Considering the material, workmanship, and what they do, National Cash Registers are the lowest priced machinery made. They sell from \$13.00 to \$870.00.

PUTTING A RECEIPT IN EVERY PARCEL BENEFITS THE MERCHANT

- It stops mistakes. Stops losses. Removes temptation. Increases trade. Increases profits.
- BECAUSE It enforces a correct record of All cash sales. All credit sales. All money received on account and all money paid out.
- It wins the confidence of the public. Makes every sale advertise your business. Satisfies customers. Makes each clerk responsible for the way he serves customers. Every merchant's success depends on whether his methods of handling his business give the above results.

National Cash Register Receipts protect hundreds of thousands of merchants daily

ASK FOR COMPLETE INFORMATION ABOUT THE “GET A RECEIPT” PLAN. WRITE

THE NATIONAL CASH REGISTER CO.

F. E. MUTTON, Manager for Canada - - - - 285 YONGE STREET, TORONTO

Shoe and Leather Journal

— Published Twice a Month. —

ACTON PUBLISHING COMPANY, Limited

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TORONTO, JANUARY 1st, 1912

\$1.00 per Year

Co-operation Necessary in Success of Shoe Business

All Branches of the Trade Have Their Shortcomings—Traveler Speaks of Some Faults in the Accounting and Warehouse Staffs—How Road Man's Troubles Might Be Minimized.



There are faults on all sides in every business. No establishment or system is perfect. The tendency is for one branch of the service to blame the other. Few persons who make errors or commit blunders are willing to admit or acknowledge the corn. The disposition is to shift the blame and cast the responsibility on someone else. The shoe retailer perhaps lays the charge at the door of the wholesaler, and the latter in turn attaches the shortcoming to the manufacturer. The

manufacturer will often censure the traveler, and the latter will pass the reprimand on to the sales manager, the transportation companies, the bank, or the bookkeeper, who, naturally, will say the whole affair was caused by the neglect or indifference of the shipping or warehouse men—and so on it goes.

Everybody is quite willing to accept anything in the line of praise or compliment, but when there is an investigation into some shortcoming or deficiency of product, delivery, or service, when one has "to walk the carpet," then comes the disposition to unload the reproof or onus on other shoulders.

In the SHOE AND LEATHER JOURNAL there have recently been references to the evils of cancellation, substitution, misrepresentation, goods not up to sample, broken promises, taking orders when there was no hope of them being filled within the time specified, and other sins of omission and commission.

The Apostle of Friendship

The traveler has to act as the go-between of the wholesaler, whether manufacturer or jobber, and the retail dealer, and straighten many a tangle and snarl to which he is perhaps not a party. He is a peacemaker, a patcher-up of trouble, a pacifier, an adjuster in salesmanship, delivery, and settlement. Like other exponents of the shoe and leather industry, he has his troubles and his phase to present. There are always two sides to every story, as circumstances alter cases. It is well to have all parties heard before coming to a decision or offering comment.

A well known traveler for a Montreal shoe company, who has been on the ground for a number of years, writes, stating that the gripmen should be heard. He had been the representative of several houses before assuming his present post, seven

years ago, and is therefore in a position to speak with both knowledge and experience.

Drafts Reach Retailers Before the Goods

"Much of a road representative's grievances," he remarks, "are caused by inefficient bookkeeping and loose methods of stock keeping and filling orders. This applies to nearly every house in a greater or less degree. One of the chief sources of annoyances to a retailer is to have the wholesaler draw on him before the goods reach him. Nearly every man likes to see what he is buying, or, rather, has bought before he settles for the consignment. To have a draft presented before the shoes have left the factory or the warehouse displeases the shoe man, and when the traveler, who, in all likelihood, knows nothing about such a proceeding, calls around afterwards for a sorting, spring or fall order, he is apt to hear about the matter in no unmistakable terms. Then it often looks as if the firm was suspicious of the financial standing of the customer. Now, I maintain that the average traveler, who gets *close* to his customer and calls on him frequently, is often a better judge of the monetary capability and responsibility of the man than any mercantile report. But I am making no complaints on that score. Drawing on a retailer before the shipment reaches him or the time arranged for the payment of the goods, conveys, on the other hand, the idea that the house is hard up, an impression that it is not well to get abroad.

Counter Claims Not Credited

"Then a retailer often has counter claims, for which he is given no credit. This may be caused by the return of certain goods that were not up to the standard, missing pairs, mis-mates, stock not in hand, or some other reason. When the draft is forwarded the retailer should be given credit for all that is coming to him. Credit amounts should not be transferred to a later month. Owing to the dealer not receiving credit for goods returned, etc., the draft is often returned, and this causes delay and misunderstanding. The return of every draft costs the house money.

Annoying Letters Another Thorn

"Again, letters are often sent to a traveler's customers about which he knows nothing until confronted by the retailer with some such remark as, 'That is a nice firm you are working for. Look here what they have sent me.' Then the commercial man has to plead ignorance or offer some excuse, promise to untangle the affair, call it all a mistake, or apologize for what has been

done. I contend that a copy of every letter sent out to a shoe man by a wholesaler, which bears a complaint, or refers to careless shipments, substitution of goods not ordered, delays, defects, belated payments, etc., should be given a traveler. He will then be in a position to know how to deal with these matters, and not have them sprung on him unawares. Such a course would prevent much bickering, bad feeling, misunderstanding, and contention. There must be co-operation all around if the best and most satisfactory results are to be obtained. The warehouse staff or the accounting department cannot exist by itself independent of the traveling force, who, after all, are the men who make the business and keep things humming. Good team work is necessary.

Not What the Retailer Ordered.

"Other subjects that crop up are when a merchant sends in an order by mail for so many shoes of such and such a number or sample; the house has not the required allotment in stock. Perhaps another style somewhat similar is then substituted, yet this is not what the retailer requested, and such treatment makes him mad. If he orders a certain style of toe or forepart, a high heel, steel shank, or a flat tread, something pretty nearly the same is not going to answer. The man should be communicated with before the goods are shipped. It should not be taken for granted that because such lines are near enough they will go through without a kick. The house should keep in close touch with its road force, as a 'drummer' will frequently take an order for a certain width, size or pattern, and, after the booking has gone in, will be told that it could not be filled. The retailer is not only displeased, but the traveler, who has disposed of these lines in good faith, is out his commission, and through no fault of his. Of course, such a thing as I mention is liable to occur any time, but it could be frequently minimized if the company acquainted the boys on the road of what they have in stock and the relative quantities.

Paying Attention to Delivery.

"Then the house should pay close attention as to how the dealer desires goods shipped. If he specifies freight, it is not well to forward them by express, and *vice versa*. I have told you only a few things that we have to face that are often the fault of the accounting or office staff, or the warehouse men. Travelers are not perfect by any means. I know we have our faults. There is the fellow who will, when in close quarters, or finding business dull, cut prices or split his commission. Happily, these are scarce. The chap who cannot sell goods without sacrificing, is a weak and unstable servant. Any dash fool can slice quotations, but it only acts in the end as a boomerang. There is but one termination to such tactics, just as there is any business where the outgo is larger than the income.

"I am not blowing, I do not represent the leading house in the business, nor the oldest, but since 1902 I have never cut a price, and my sales average from \$100,000 to \$150,000 a year. The retailer has his faults and frailties, and so have the jobbers and the manufacturers. The views of the question that I have tried to bring out may simplify matters, enable a better understanding to prevail between the producer and the buyer, and make easier the pathway of the traveler. If a house is so anxious for payment after goods are shipped it is a poor rule that will not work both ways. There should be equal promptness and attention given to credits or rebates. Letters dealing with misunderstandings or other troubles should never be sent without a copy going to the traveler, as I have already pointed out. He desires to hold good accounts and it is necessary to have things on a smooth working, harmonious basis, if the highest results are to be achieved and the road representative do the best for the house, the customer and himself. Co-operation should be the watchword for 1912."

Not Afraid of Odd Prices

A Veteran Hamilton Shoe Retailer Believes that Quality Should Never Be Sacrificed to Sell Goods at a Certain Figure.

One of the oldest and most successful retailers in the shoe trade in Ontario is J. D. Climie, 30 King St. West, Hamilton. He has been in business for thirty-three years and believes in keeping a close watch over stock and allowing no shelf-warmers to accumulate. He says that he is not afraid to handle novelty footwear and has never lost any money on "freaks." He sells the goods while the demand is on and thus keeps things moving. In his large store is a traveling parcel carrier and all goods, cash and sales slips are sent to the office where the shoes are examined, checked and parcelled. He believes that a carrier is both a time and labor saver in the store. Mr. Climie frequently visits the important shoe centres on the other side of the line and stocks styles that are the rage in the big American cities.

"I give my customers what they desire," he remarked, "and find that the people to-day buy a much better and higher class of footwear than they did years ago. They recognize that value and quality count every time. I am not afraid of odd prices and sell shoes at three seventy-five, four and a quarter, four seventy-five, five and a quarter, and five seventy-five. Should a certain line be advanced ten or fifteen cents by the manufacturers, I raise my price accordingly. I do not believe that any of the material or style in a boot should be sacrificed for the sake of keeping it at a certain figure. The retailer cannot afford to take ten cents less for a pair when he has to pay that much more for the goods. His only course, therefore, is to raise his price and preserve the quality up to the standard. If a shoe goes up ten cents per pair I mark my quotation that much higher. I do not see why any retailer should be afraid of odd prices."

Regarding repairs, Mr. Climie does not conduct a repair shop on the premises. He did so for some years, but found that it was difficult to obtain skilled help, and too many requests were made for work to be attended to gratis. He now sends all work that comes in to an outside shop. He believes in the P.M. or commission system of clearing the shelves of "stickers," and considers there are too many styles in footwear.

The Kaleidoscope of Fashion.

"Why styles," he added, "almost change over night, and it requires skilled and shrewd buying as well as keeping too many lines in hand. But I suppose that every trade has some drawbacks. I believe that a local shoe retailers' association would do good work. Even if we met only to shake hands and become better acquainted with one another, I think that it would be a fine thing. Many understandings might be cleared up. Now, in Hamilton, some of the shoe stores are open in the evening while others close at six o'clock the entire year, with the exception of Saturday nights. Surely some arrangement could be effected regarding early closing and half-holidays. A couple of years ago I was requested to close on a certain afternoon in the week during the summer months. I refused for the reason that some of the dealers, who agitated for an afternoon off, kept open in the evenings, which I never do. I asked my clerks whether they would prefer an afternoon holiday each week and do business at night, or whether they liked the plan of ending their labors at six o'clock and having the nights free. They expressed strong approval in favor of having the evenings to themselves. By means of an association we could come to an arrangement whereby all would close at night while a half-holiday might be mutually arranged. Then all would do business on the same basis. Another thing that might receive attention is the matter of approbation. It appears to be increasing and results in loss and soiled goods. I would go in heartily for any concerted action that would kill the practice. Other questions could, I think, be calmly considered and much good result, such as special sales, credit, repairs, profits on rubbers, etc."

How He Makes His Windows Sell His Footwear

Enterprising Retailer of Preston Adopts Original Methods In His Trims—The Advantages of a Good Repair Department—A Thorough Believer in Benefits of the Cash System.

The visitor to the town of Preston, Ont., while passing along its main business thoroughfare, generally pauses when he or she comes in front of a certain business house. It is called "The Home of Honest Shoes," and has a striking front—one that is a credit to the progressive centre.

Milton Cumming is the wide-awake proprietor of the store. He has been in the shoe business all his life, but embarked in the retail line for himself some two years ago. He has already one of the finest trades in Waterloo County. His establishment is 65 feet in depth by 15 feet in width. Its interior appearance is clean and inviting. All the cartons are uniform and labeled. "The Cumming Shoe." This gives the shop a neat and trim aspect throughout.

Repair Branch a Trade Puller.

The repair department is at the back, divided off by a partition. The proprietor makes this branch pay. "I think," he remarked, "every shoe store should have such a department. Everyone knows that in the best of shoes there are sometimes flaws, or they will sometimes break out; and by being able to fix them you are sure to have a satisfied customer."

Mr. Cumming believes in selling shoes of quality only, and he has a number of effective plans for increasing trade. He has job tables, where he gets rid of all odds and ends. He has firm faith in good advertising, and devotes special attention to window displays. The accompanying picture is a recent effort in this direction.

"I always try and keep my windows a little better than my competitors," he added. "As Monday is generally a quiet day for the shoe trade, I take advantage of it, and always dress my window when I have lots of time, in order to be able to make it right. I do not mind spending a couple of dollars in displays each week, as I know it pays.

Window of Soft Soles

"As you will notice by the picture of the window, it is full of soft sole shoes, made by the Hurlbut Company, of Preston. Through their consent in allowing me to use their samples I made a great display. I might mention that during this time I sold more soft sole shoes than I disposed of during the three months previous. The background is made of white cotton, and the word 'So-Cosy' is formed of small infants' shoes, while the bottom of the window is decorated with different kinds of slippers, 'products of Turkey, Japan, Austria,' and last but not least, 'Preston Make.' The holi-

day season is the harvest time of the shoe man, and I am pleased to say that I have no reason to complain of the returns.

A Strictly Cash Trade

"I do not believe in approbation, and do a strictly cash business. Although I lose some customers through this, I have no doubt but what it pays in the end, as most of these would beat me anyway," declared Mr. Cumming. He is a careful buyer, a good stock-keeper, and gives special supervision to proper fitting. By the means briefly outlined he has won a place in the esteem and confidence of the community that places him in the forefront of the smaller retailers of Western Ontario.

Traveling Goods Department.

Mr. Cumming handles trunks, valises and club bags. He is located in a town which is the Mecca the year around for visitors from far and near, who flock to Preston to take baths in the famous mineral springs. Now, here is an opportunity not to be neglected. There is not only the local trade to cater to, but many of the health seekers, who stroll about the residential and business section drop into

his store, for he features traveling requisites in window displays and calls attention to his stock by various up-to-date methods. Along the top of the shelving he has all kinds of suit cases, telescopes, and fitted bags. These are easily reached and yet are in full view.

Opera chairs are used for the accommodation of customers. These are placed in a row facing the goods. Adjoining is a wrapping counter, a portion of the surface being used for displaying certain lines on stands on which the proprietor desires to concentrate attention.

Speaking of conditions generally, Mr. Cumming said: "Yes, I like the shoe business. It is an interesting study. You can get closely in touch with your patrons if you will only observe their tastes and desires. In a town of this size, where you get to know nearly all your customers personally, you must make every effort to please and satisfy. See that they get shoes that suit them, and that they fit properly. Do not foist something on a patron which he or she does not take to kindly, simply to get rid of the goods. You know yourself if there is one thing that disgusts you it is to be cajoled, persuaded, or 'talked into' purchasing footwear that you do not want or does not strike your fancy.



inwardly rebel and vow that you will never patronize that place again. The merchant thinks perhaps he has done a good stroke of business in getting rid of something that he was tickled to see leave the shop, but what about the purchaser—he or she too may be leaving the shop, never to return. I tell you that you cannot drive away customers more quickly than by refusing them a freedom of choice, the right to make their own selections, or making them feel that just because they happen to enter the store they are under obligation to buy. You may lead people in this world, but you cannot drive or stampede them. Perhaps you can do it once, but the second time the attempt generally results in a miserable failure. Better never try it."

Are You a Doleful Shoe Seller ?

"I always envy you men," remarked a lady the other day. "You seem to enjoy your smoke so much. I invariably notice that a man when smoking is never very restless, irritable or rude. It seems to have a soothing, satisfying effect."

"Yes, I like my after-dinner smoke," replied the office manager. "I can always do better and more rapid work after having a few puffs from my pipe or cigar." This is not an endorsement of the smoking habit, but the lesson may be applied to busi-

ness. Some shoe men seem always alert, bright, active. They go about as if they enjoyed their work. They look over their stock and shelves with pleasure. They plan for the future with keen interest, and if a dull day comes along they smile and declare the morrow will be brighter. They are enthusiastic and optimistic. Such a retailer is worth a dozen pessimists or doleful, decrying, morose individuals, whom you encounter now and then. Why? Well the average man nowadays has not much time for leisure, and if he does not find pleasure and enjoyment in his daily duty, in the occupation that he follows for a living, this life does not hold a great deal in store for him except despair, and dejection.

A proprietor with weebegone, melancholy countenance will reflect the same state of affairs throughout the whole establishment. There are some merchants who are eternally complaining about the weather, the backward seasons, the thanklessness of the public, the unfair competition, the price-cutting evil, the slow returns from investment, and many other things. Conditions are much the same the world over. The main thing is to down the drawbacks—overcome them. Too many shoe dealers instead of driving their business allow it to drive them. Be a master of your trade, or it is liable to master you. A man's peace of mind, his outlook in life, his vision and scope are largely what he makes them himself.



A striking picture in men's footwear comfort.

Holiday Trims That Were Great Trade Winners

Old Established Toronto Shoe House Demonstrates What May Be Achieved In This Line—Suggestions That Appealed to Many in the Way of Gift Giving—Skates, Snow Shoes and Hosiery in the Display.

Two artistic and imposing windows which attracted much favorable attention were put in by H. & C. Blachford, 114 Yonge Street, Toronto. The flooring in the men's window was of paper panelled to look like hardwood. In the background was a fireplace made of pine boards covered with crimp paper to represent brick. Above the fireplace was wall paper of poinsettia pattern and the mural decorations consisted of two pictures in white pine frames. There was a panel effect above the plate rail to show the mirrors. To represent a fire in the grate were three large pieces of cork, and underneath was an electric light covered with red silk to impart the necessary ruddy glow to the apartment. In front of the hearth was a prairie wolf skin, giving an added effect of home comfort and cheer. In the background were crossed snow shoes. Holiday slippers, skates, moccasins, dress shoes of patent leather, and a few pairs of up-to-date tans as well as half hose were tastefully shown.

In the women's window the bottom and background were of white corded silk. The ornamental idea was chaste and pleasing, the white pillars supporting a ledge. There were panel effects above

the ledge on which were crossed snow shoes. In the centre of the ledge was a wreath of holly with Santa Claus peeping out. At each end of the ledge the square pillar was adorned with silver holly leaves. On top rested a green straw basket filled with poinsettia and ferns. This window contained a splendid collection of satin slippers in various shades: felt, gold, silver and bronze kid slippers, carriage boots, women's flexible sole shoes, and silk hosiery.

The supporting iron pillars in the fascinating front were embellished with white crimp paper, encircled with red satin ribbon, evergreen and holly. The clever designing and decoration was the work of A. J. Blachford, manager, E. B. Weiss, who looks after the men's windows, and Jacob Holtz, who supervises the women's decorations. No finer Christmas windows have been seen in Toronto for a long time than the ones presented by the enterprising Blachford firm, which is one of the oldest and most widely known in the Dominion. The name has been associated with the sale of stylish and reliable footwear for generations. One of the features of the store is a well equipped hosiery department.



A pleasing array that delighted the lady patrons.

Only One Reason for Buying any Particular Shoes

And That is Because You Believe They Will Sell With Less Trouble and More Profit Than Any Other Line—Uncle Hy Gives Some Sound Characteristic Advice to Retailers.

By H. M. TANDY.

Uncle Hy. Brown was busy posting up his cash book in the back of the store. It was the Possum Centre Boot Emporium. Posting books was an occupation he cared very little about, and consequently his temper was none too good when Billy, his clerk, shoved a business card before the column of figures that the boss was adding.

He was plainly provoked at the interruption, and, glaring at the unoffending Billy, was about to administer a lecture, but quickly caught himself and, adjusting his glasses, picked up the card and read: "Jack Suitcase, representing Jones Sellem, Quebec."

"He's waiting fer you in the front of the store," volunteered Billy.

"Tell him I'll be out in a minit," said Uncle Hy, deliberately wiping the pen, closing the cash book and getting down from the stool to follow Billy.

"Hówdedo, Mr. Suitcase," he said, shaking hands with that individual, "hev a chair. I suppose you've got some fine stuff this trip, eh?"

Never Heard of Them.

"Yes, Mr. Brown, I've sure got a nice bunch of sample shoes. Sellers, Mr. Brown, sellers! Some of the snappiest patterns that were ever turned out," the salesman said, slapping his knee enthusiastically.

"That's good, what's the name of the line?" said Uncle Hy reservedly.

"We call 'em 'The Sure Sellers,' and they sure are the goods. Why—"

"That's strange," Uncle Hy interrupted, "I ain't never hearn tell of them. Ye don't say nothin' about 'em in the SHOE AND LEATHER JOURNAL, do ye?"

"Well, no, Mr. Brown," said the salesman, "I persuaded my house not to advertise them at all. You see we take the money we save by not advertising and put it into extra quality, and give you and the other good merchants who handle this



An old half-deaf feller that was allus out fer more'n was commin' to him

line the advantage of this money. Better shoes for the same money, that's our motto. That suits you all right, doesn't it?"

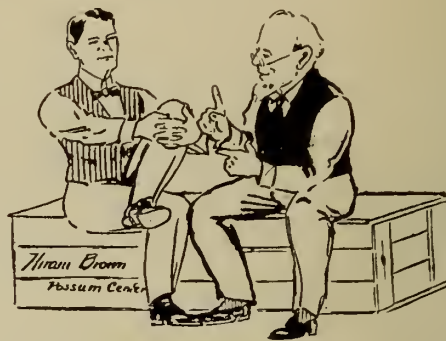
Just Placed My Order.

"Yep, it suits me all right, but I don't believe it will suit you so well. I've jest placed my order, an' to tell the truth it was fer a line that I got to know a hull lot about through readin' my trade paper. I was so much interested with what

I seen printed about 'em that I jest dropped a line to their fac'try to send me full particulars. They were right on the job, too, them fellers. They sent a chap right down here to see me, an' his goods was right up to the claims they printed about 'em, an' I gave him my order."

"I'm very sorry to hear that, Mr. Brown, very sorry. If I'd have got here sooner would I have got your order?"

"That's a pretty hard question to answer, Mr. Suitcase; I couldn't say whether you would or not. I'm not sure that ye would though. Ye see I'm in the sellin' game jest like ye are, an' I buy what I think I kin sell best. Now, when I read about a line of shoes month arter month in the shoe journal I simply can't help feelin' that they're well known, an' popular, an' well



Uncle Hy went over and sat down on a box near Billy

liked by everybody. I git to think well of them, and when I thinks well of anythin' I kin sell it. That's the way I feel about it."

Good-Bye, Mr. Suitcase.

"Well, Mr. Brown, I'll bid you good day. I hope you haven't made a mistake."

"I don't believe I hev. God-bye, Mr. Suitcase." Uncle Hy saw the traveler to the door. He then went over and sat down on a box near where Billy was working. "Billy," he said confidentially to his chief (and only) assistant. "This buyin' an' sellin' game is very much like a pessimist's description of existence—'simply one dom thing after another.' Everyone is arter ye to sell ye, an' yer arter everyone to sell him.

"It's all right enough an' perfectly square, but there's a heap to be larned if yer goin' to take care of yerself, an' I'm goin' to give ye the benefit of some of my experience. I know it won't do ye a great deal of good, Billy, for every man has got to buy his experience, but it may do ye some good. Fer one thing, my boy, listen to every travelin' man's story, even if ye be awful busy. Ye kin allus git some infermation out of 'em afore ye got through thet ye'll be mighty glad to hev. An' don't never buy from a man jest because ye like his looks or because you think he needs the business.

Only One Reason For Buying.

"There's only one reason fer buyin' any particular goods, an' that's because ye think they'll sell with less trouble an' more profit than any other kind. An' allus be frank an' square an' friendly with the road men, Billy, fer if they like ye an' think yer square they'll give ye every advantage that's goin' in the way of special values, good service, the best delivery rates, an' other favors. On the other hand, my boy, don't leave it entirely to

Fate, but let the boys that call on ye see that ye knows what's what, an' insist on gittin' all that's comin' to ye. But, don't make the mistake, Billy, of goin' arter more'n is comin' to ye, or ye'll choke on it.

He Objected on Principle

"Grandfather used to tell about an old deaf feller that was allus out for more'n was comin' to him. One day he came into the store an' wanted a couple of envelopes. Grandfather handed them to him.

"How much?" says the old bargain hunter.

"Oh, nothin' fer 'em," says grandfather.

"Too high, too high," says the old skinflint, who hadn't heard at all, but was beating down the price just on general principles.

"Well," says grandfather, 'make it a nickel then,' and the old feller went his way thinking that once more he'd got a bargain. An' now, Billy, jest before ye go an' wait on that customer, let this sink into yer system—try as ye like, there's only one thing ye kin git fer nothin'."

"What's that, Uncle Hy," says Billy, moving himself in the direction of the customer.

"Nothin'," said the proprietor, going back to finish up his bookkeeping.

Don't Call the Boss a Bluffer, Easy Mark or a Crank

Shoe Salesmen Should Be Loyal to an Employer While in His Service—The Clerk That Berates and Belittles the Proprietor on Every Occasion is a Doubtful Proposition—Be Loyal or Quit the Job

I was walking down street the other morning when I accosted an old friend whom I had not seen for some weeks.

"How are you getting along at the store?" I naturally enquired. "How does your new job suit you?"

He gave me one glance and hissed, "Say! that is the meanest and most contemptible institution to work for in the province. They do not know when they give a man enough to do. They are always piling a little more work on you, and as for the boss, he is a sneak of the worst kind. He's a crooked, ungrateful, two-faced wretch. He's an underhand, miserable, double-dyed——"

"Hold on there a moment," I said. "If the house is as bad as you make out, and the boss a shyster, why in blazes don't you leave? I'd get out at once from such a rotten concern."

"Well! I intend to," he added with vehemence. "I'd rather starve, break stone or work for a Chinaman. Everything about the atmosphere of the place makes me sick."

"Sec here," said I, "you get your money regularly, do you not?"

Don't Be a Grouch

"Yes," he answered, "but I earn every darn cent that I get, and more too."

"Then what are you really kicking about? Too much work, favoritism, or dirty usage?"

"All of them," rejoined the man who was in charge of the women's department of a Toronto boot and shoe store.

"Well, if I had one-half the grievances that you are smarting under, I'd chuck or pitch the whole thing. The world is large, transportation is cheap, and there are other jobs to fill. You made a living before you went to that store, and no doubt you can find a better place."

"You bet I will some day. There's no appreciation in the whole blame business, and a constant policy of nagging, snarling, backbiting and interference."

I passed on and hoped the fellow felt better as a result of getting rid of his grouch. Yet you meet scores of these kinds of employees every day. They are incessantly berating their employers, the manager, the scale of wages, the ragged treatment, the hours of service, the slow promotion, the policy of favoritism, the rigid discipline, being docked in their pay, getting called down or reprimanded, and dear knows what all. The category of abuses and evils is too long to specify.

Calling the Boss Names

Now some or all of these things may be true, but for a servant of any retailer to go around calling the boss a has-been, a never-was an easy-mark, a dough-head, a bluffer, a crank, and a fool, is neither clever, honest, manly nor inspiring. It injures the "knocker" much more than it does the "knocked." Such an employe is a incubus to any institution, a millstone, a dead weight, a knave, a poor prop to bolster up the concern. If I had one tittle of the

grievances of that footwear salesman, I would keep my mouth shut. I would be ashamed to take the firm's money or be identified with the organization in any way, even in the most menial capacity. I would hold my tongue even if I had to bite an inch off its end. I would have enough loyalty, propriety, appreciation and gratitude to preserve a discreet silence until at least I was out of the place altogether.

Be Loyal at All Costs

No business house is probably perfect. There are minor faults about every post, and some drawbacks in every situation. The ideal position is never reached. But for the love of goodness keep these things to yourself. Do not blatter and blab, squeal and welch, hammer and hurl verbal brickbats at the firm where you make your living. If you are part of the organization, be quiet until you quit, then, perhaps, you can talk, if you find any sympathizer willing to harken to your jeremiads.

In the meantime, if you are really "suffering," pouring out your ailments into the ear of every ready listener or giving away secrets to a competitor is mighty poor business. It all reacts. The place where you earn your daily bread may be deficient in many ways, but in the name of common sense, fair play and decency, shut up while you take home its dollars, only to detract and denounce it on every conceivable occasion. Why in thunder do you stay if conditions are as rank as you make out? Go some place else. Get as far away as possible, and then do your kicking. If you want to fume and funk, shirk and shatter, jibe and jolt, try it on someone who does not hand you over a pay envelope each week. If other pasture fields are so green and luxuriant, why don't you jump the fence and try grazing there?

Bulldozing a Customer

A shoe retailer in Winnipeg the other day, discussing the question of the sales force, remarked that he did not have any more vexation or difficulty in securing competent, alert, courteous clerks than perhaps other merchants. He added that the chief trouble appeared to be that a clerk would frequently not sell a customer what he or she wanted, but instead sought to foist something else on them. "Now," he continued, "this is a serious mistake. You must give purchasers credit for a certain amount of intelligence and judgment, and let them have a say in the selection. A salesman may point out certain features and explain various points with propriety, but to declare just what should be taken and assume an air of superiority of manner and knowledge is a grievous error. You can never successfully bulldoze a customer, you cannot force a patron to do such and such a thing, for the minute that you attempt it, you arouse a feeling of resentment and antagonism. But you can, by tact, shrewdness and deduction, lead."

The Editorial View Point

THE PEOPLE HAD THE MONEY.

Notwithstanding the absence of snow and ice, the holiday season seems to have realized not only the activity of normality but to have rather gone beyond the usual in interest. People apparently had the money and were willing to spend it on Christmas gifts, at least. In all lines in which holiday goods predominate there was a good trade during December. Nevertheless those carrying staple lines undoubtedly felt the absence of seasonable weather in diminished sales. In heavy wear, furs, and all that go with zero weather and snow, the movement has been disappointing. Money seems to be moving more freely, however, and there are not so many requests for renewals as earlier in the season.

TAKE COURAGE AND PRESS ON.

As time passes, indications increase that conditions in the West are being affected more or less by the unfortunate circumstances that have this year attended the gathering of the crops. What with loss through standing grain being frozen, the impossibility of getting some of the crop threshed, and latterly the difficulty of moving what has been threshed, the Western farmer has this season had a most discouraging time of it. The country has, however, passed the stage when a single poor crop can seriously affect conditions. The results this year are sufficiently substantial to enable the agriculturist to take courage and go forward. All the same it must be expected that money this winter and spring will not be quite as plentiful as might have been, and much patience in connection with collections will be required.

SHOULD CURB SPECULATIVE CRAZE.

A serious factor in the business situation is the fact that merchants as well as farmers have been seized with a craze for land speculation and many have gone in beyond their depth. Should a squeeze occur there will thus be serious trouble. An Ontario manufacturer the other day quoted a case of this kind which is more or less typical. He received a large order from a Western merchant who had not been meeting his payments promptly. He secured a report on him and found he was heavily involved in property transactions, which accounted for his being so pushed for money. The order was held and the merchant told he must clear up part at least of his indebtedness before the goods could be shipped. A good deal of this sort of thing seems to have cropped up in the last two or three months.

HOLIDAY TRADE UP TO THE MARK

Business with the retail shoe trade was fully up to the average for the holiday season. People appear to become more utilitarian in their ideas from year to year and where one pair of shoes or slippers might have been given ten or fifteen years ago, a dozen at least take their place to-day as gifts. In everything except rubbers and overshoes trade was up to or beyond that of last year, and in some quarters the few degrees of frost and flurries of snow brought an appreciable lessening of rubber stocks. In fancy leather goods such as are adapted particularly for gift purposes, the trade done this year was particularly gratifying, and as more shoe dealers than ever carry these lines, the trade at large has profited considerably from this fact.

LEATHER IMPORTS AND CONDITIONS.

In another column is given a compact statement of the imports of leather and shoes for the past four years. The figures afford abundant food for thought both for sole and for upper leather

manufacturers. In spite of the marked development of the leather industry the importation of finished leathers grows apace. The increase in sole leather is over fifty per cent. on last year. The volume of imports on upper leather was double that of 1908 last year or an increase of \$500,000 in value. This represents an output equal to that of a very large concern. The reason cannot be the reduction of the duty, as 1910 shows even a larger increase than last year over 1908, and the Albany arrangement was not consummated until after the returns for 1910 were completed. Probably the most reasonable view of the situation is that duller times in leather across the line have made the Canadian market more attractive than ordinarily.

IT PAYS TO STICK TO BUSINESS.

A few men may be making money by "high-flying" but one never hears of the great majority who leave the sphere of legitimate business to take "whirls" at real estate, mines or promoting who wind up in a hole or in the penitentiary. The man who sticks to his business and uses his brains in connection with it stands a chance of a much surer thing than he who puts his money either in wheat or horses. But, more than that, he is doing something for his day and generation while the fellow who makes his "pile" by gambling is a parasite who lives in the community. Canada is just now laying the foundation for a good lesson on social and business morality in the perfect craze there is for getting rich by "manipulation." Stick to your business and when the slum breaks you will be like the man who built upon the rock.

KEEPING AHEAD OF THE GAME.

We have very largely our happiness in our own hands. True the dispensations of Providence are mysterious as they are unavoidable, but most of the trouble that reaches us in life is of our own making. The man who is content with moderate progress and happiness can usually attain his ambition by putting enough will and muscle behind the effort to get them. In business as well as in social life, success and happiness are involved in keeping "ahead of the game." As Wilkins Micawber put it: "Annual income twenty pounds, annual expenditure nineteen pounds nineteen and six, result happiness. Annual income twenty pounds, annual expenditure, twenty pounds ought and six, result misery." But on the other hand the man who gives more than he gets in kindness and helpfulness will realize even more fully than he who keeps his income within his expenditure the possibilities of happiness that even a humdrum life affords.

FOREIGN MADE SHOES IN CANADA.

A most astounding development would seem to be revealed by the figures with regard to boots and shoes, the returns of imports for which show an increase of half a million dollars in value or thirty-three and one-third per cent. on 1908 and 1910, and sixty per cent. on 1909. In spite of the increased duty on fine boots and shoes, Canadian imports have increased with the exception of one year, and no doubt the returns for the current year will be in line with the development indicated. The reason appears to be two-fold, the general prosperity which leads to the payment of higher prices, and the unsatisfactory condition of the American market which is causing manufacturers there to give more attention to Canada. Our own manufacturers do not appear to be suffering to any extent, although it cannot but be regretted that the two million dollars worth of shoes made outside this country should not be produced within our borders and give employment to Canadian workmen.



THE PRIZE WINNERS FOR DECEMBER

1. JAMES HARLEY, Vancouver, B.C.
2. J. C. TRIMBLE, Toronto, Ont.
3. W. H. PLUMMER, Sussex, N.B.
4. OSCAR C. BAILEY, Ingersoll, Ont.

ONE PRICE AND QUICK INITIATIVE WON

(James Harley, Vancouver, B.C.)

Some time ago a Japanese gentleman entered the store and desired to see a pair of good shoes. Knowing the quality and style of shoe generally purchased by this class, I immediately produced a \$5 shoe. At the outset let me say ours is strictly a one-price shoe store. After examining them carefully—as only a Jap can—my customer seemed satisfied.

“How much?” was his next query. “\$5.00,” I replied. “\$4.50,” was his rejoinder.

I then showed him a \$4.50 shoe, emphasizing the strong points of the better shoe. I ranged from the upper stock to the linings, but after all my talk his only response was \$4.50. He seemed to have me beaten. I was determined to sell him, and casting about in my mind for some fresh argument, I noticed he carried a bag in his hand containing a hat, from a store whose policy was anything but one price. I would take a long shot. I asked to see the hat. He willingly showed it to me. After commenting favorably on its appearance I asked him: “How much did you pay?” “\$3.50,” he quickly replied. “How much were you asked at first.” “\$4.00,” and a huge grin overspread his face.

Getting his hat 50c. cheaper was evidently a reason in his mind why he should buy his shoes for less. I looked under the band of the hat and noticed the price, \$3, written in plain figures. I showed it to him. He looked at it for a moment, and immediately his hand went to his pocket. I had him beaten. He paid his \$5, and I trust the lesson I sought to teach him will bear good fruit, the gist of which was: “Buy your goods at a store where absolutely *one price* is maintained.”

GOOD JUDGMENT AND TIMELY SUGGESTION

(J. C. Trimble, Toronto, Ont.)

During the afternoon of one of the busiest days “in this busy season” I had occasion to serve a gentleman in quest of “goloshes,” as he called them. Anyone could readily learn his nationality, for his speech smacked strongly of Old England, to say nothing of his general appearance. As I usually do, I inquired if he would like the low or high-cut rubber. He answered that he wanted it for protection against the rain and snow of our Canadian winter, and so I brought the highest and best quality in stock, at the same time suggesting that he should wear much heavier shoes, as the pair he had on were single sole velours calf. He didn't seem averse to the suggestion. I produced one of our heaviest oil-tanned calf bals. We had found from experience that this shoe was as near waterproof as could be procured, and after explaining its virtues, I persuaded him to allow me to try, at least, to fit him in his first pair of Canadian shoes. I tried nine D and it was a little snug, but nine E did the trick.

“How heavy they are,” he commented.

“Yes, they must be for their heavy work, but I can show

you one from the same last made up much lighter, and that would give you a desirable change of footwear and have something that I could fit a rubber on to,” for I must confess that I had considerable trouble with his narrow toes.

He thought that would be all right, so I fitted him, and made out my bill for \$12.50 instead of \$1.00, and he left the store quite contented with his first purchase in a Canadian shoe store.

A STRONG HEART AND SHREWDNESS

(W. H. Plummer, Sussex, N.B.)

I had a good selling experience last week, when a young man asked to see a black viscolized boot, “something to wear without rubbers.” He looked to be one of the “good fellow,” sporty kind, so I showed him a winter calf blucher, made on a high toe, snappy last, at \$4.75. He liked the shape alright, but insisted on having a shoe with double soles. The only style we had like this was the “Doctors' Special,” box calf blucher, at \$6.00, which did not appeal to him like the dull finished winter calf. He would not listen to waterproofing appliances, so I mentioned tans. He was “tired of tans,” and guessed he wouldn't “bother just now.”

We were rather busy at the time, and I was almost tempted to leave him and wait on another customer, but did not want to give up so easily, as we have a big range of winter tans that are hard to get by. I assured him it would only be a pleasure to show him what we had, and that it would not matter whether he bought or not, so he consented to look at them. I showed him four or five pairs, ranging from \$4.25 to \$6.00. The \$6.00 pair were made of heavy tan grain, a “Doctors' Special,” double sole, leather-lined, a splendid winter boot. The stock had that solid, firm, waterproof look about it, and it captured him at once. He tried them on and decided to take them, as the last pair of tans “certainly wore well.”

I also sold him a pair of sole rubbers and a can of viscol to “soften up the new pair.” I called his attention to our line of hockey boots, and after looking them over, he said he had thought he would not skate this winter, but supposed that when the time came he would not be able to resist the temptation, and would probably be in for a pair sooner or later. If I had been faint-hearted or even susceptible to suggestion at first, he might have not done better than to buy a pair of tans at some other store. The sale which amounted to \$7.05, was not forced. A few days later I sold him the hockey boots for \$3.25.

TACTFUL INTRODUCTION OF GOODS

(Oscar C. Bailey, Ingersoll, Ont.)

Just after eight o'clock one morning recently, a man came in and asked for a cheap cap. While he was looking over our range he was joined by four other men. I found from their conversation that they were all employed on the C. P. R. The first man bought a cap at 25 cents. I asked the others if I

could do anything for them, and they replied in the negative; they were just waiting for a train. I pointed out that there was lots of time, as the train didn't leave for an hour yet. Then I called their attention to a display of shoes in one of the show cases and spoke about the style, quality and reasonable price of our lines. One man remarked that he intended buying a pair of shoes soon. I at once suggested that he let me show him some selections from our range. After trying on several he bought a pair at \$3.50.

As I was wrapping up the parcel I introduced the matter of socks and sold this man and one of the others two pairs each at 25 cents.

Discourtesy of Not Answering Letters

"There are several kinds of discourtesy," remarked a shoe manufacturer the other day. "I do not mean the brusque and inconsiderate reception sometimes shown a traveler or a manager. I do mean, however, that of not answering letters. Many a retailer will receive communications from us and never acknowledge receipt of them. Perhaps we write again, calling attention in a mild way to the subject, or suggesting that

perhaps our previous epistle did not reach him. There is still silence, and a third or fourth query on certain matters often fails to elicit a response. Now, every letter, booklet, catalogue or photograph which comes into this office is acknowledged the same day. I have made that a law in all departments, and if I see or hear of a case where it is not rigidly adhered to I make it my business to impress upon the clerks that there must be no violation of this simple rule. There are scores of establishments where an answer or acknowledgment is sent only when it is thought that there will be direct monetary returns or advantage. That is a short-sighted and high-handed way of doing things. Reply to every letter promptly and politely. It pays every time. Postage does not count against the practice that some, otherwise bright and progressive business men, have of neglecting to respond to letters or putting the matter off day after day. All letters received should be answered within twenty-four hours, whether they are seeking information, market prices, conveying advice, or calling attention to something new. What would you think of a wholesaler or retailer who, when you verbally asked a question, kept his mouth shut, making no answer whatever. You would consider him rude and ill-bred, yet questions or remarks made by post are equally important and timely."



Attributes His Success to Good Stockkeeping

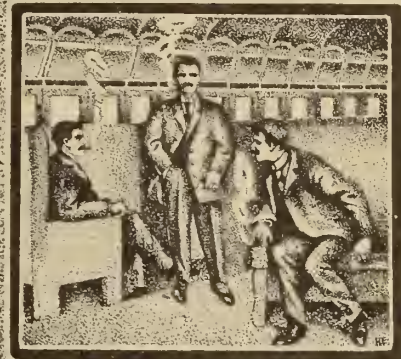
One of the liveliest shoe men, although not the largest in the city of Hamilton, is George Finlay, who conducts a progressive establishment at 23 McNab Street. He attributes his success in the footwear line to having what the people want, and there are few merchants who more closely study the needs and tastes of their patrons. He began his career in the Neill shoe store at Lindsay, and some years ago went to Hamilton to manage the enterprise of H. J. Gilbert. After his retirement Mr. Finlay secured control of the premises and soon bought the store. This was about four years ago, and a large and constantly increasing trade has been built up. Mr. Finlay has in his employ bright, alert salesmen, among them being George Neilson and Wm.

Bradstone. Travelers sometimes refer to the proprietor and his head salesman as George the First and George the Second.

Mr. Finlay keeps in stock everything from a baby's cack to an oil tan larrigan. He is a true friend to every traveling man, and always has the glad hand for them. If he does not require anything in their line he will always take time to look over their samples. By geniality, courtesy and careful buying he has managed to do a steadily advancing business. He devotes special attention to window displays. The accompanying cut shows a recent effort in the line of an attractive and appropriate holiday trim.



On the Road



WHAT IT COSTS A SHOE TRAVELER FOR "TIPS"

The tipping evil—will it be abolished? The Commercial Travelers' National League of America has served notice on all hotelkeepers' associations in the United States that the "evil" must cease this month. Will the ultimatum be effective? The practice seems to be pretty widespread and securely entrenched. It can only be eradicated by organized and concerted effort. The Commercial League of the United States has decided to "grapple with the monster."

It is reported that hotel tipping in the "land of the free and the home of the brave" costs the traveling men the enormous sum of \$50,000,000 annually, which is disbursed by salesmen to bellboys, porters and waiters, in addition to \$325,000,000 paid as regular hotel charges.

The tipping nuisance in Canada has not attained such proportions, and does not entail such sums as are handed out to hotel and restaurant employees on the other side of the line, but the sums forked over by the shoe travelers are big enough in the aggregate to cause them to have sympathy and to watch with eager interest the struggle on the southern side of the forty-ninth parallel. It costs the average road dispenser of footwear in Ontario, Quebec, and the Maritime Provinces at least five dollars per week on the average, and in Western Canada the outlay is much heavier. Now, five dollars per week, if a man is "on the pike" for forty weeks in the year, runs away with two hundred dollars. The salesman who is on commission has to add this to his disbursements for expenses, and the one who is on salary must have the house put up this amount. Increased expenses means decreased salaries under present business conditions.

Higher Hotel Rates—No Better Service

The tipping or hand-out habit would not prove such a handicap or burden, but there are other things which have to be taken into consideration. During the past five years hotel rates in the Dominion have gone up from fifty to one hundred per cent. The commercial man is the one who has to bear the brunt, as, without his patronage, the inns would often have pretty slow business. In fact, three-quarters of the trade that comes to the average house, particularly in the smaller towns and villages, is that which is bestowed by the traveling fraternity. Dollar and a half a day houses are now two dollars, and two dollar a day hostelries have advanced their rates to two and a half and even three dollars, while the service and accommodation have in many instances not improved one whit.

But this is not all. Sample rooms, which in some hotels used to be provided free, are now fifty cents per day, and in other cases they have been advanced in price from fifty cents to a dollar. The jump has not even resulted in them being kept any cleaner or made more attractive. They are often in basements or lean-tos and are damp and unhealthy. A hotel

man is able to collect the fee for a couple of days in one. If the room is used over a quarter of a day the full charge is frequently made, and the next man who comes along has to whack up a similar amount. There is no pro rata business according to the time used. Where the charge for transferring trunks and baggage used to be fifty cents it is to-day seventy-five cents and a dollar. Then, comparatively few of the houses now run free busses, and another quarter is added. Baggage which runs over three hundred pounds has to be paid for on the railways at so much per hundred. The roads are now strict in this respect, whereas they formerly allowed considerable excess.

Dollar a Day for "Hand-outs"

The average shoe traveler carries between four and eight hundred pounds in samples, and the outlay for rail transportation of these trunks is from three to four dollars a week, the levy being from twenty cents to eighty and ninety cents per hundred, according to distance and destination. On top of this increased cost of living and moving is the tipping habit. Speaking of what it entails upon the average salesman of footwear, a Toronto man, who is out forty-three weeks in every year, remarked: "It does not matter whether you are on commission or salary or salary and commission combined you can't get off with less than a dollar a day for this 'hand-out business.' If you think so try and see. There is at least a quarter for the waitress, a like amount for the porter, and another quarter for the transfer man. Then there are the bellboys, the elevator operators, the coat-room lads, and in some cases the baggage man at the station. No one would object to tipping a waitress for good service and attention, but here is the rub. One of the largest hotels in Western Ontario pays its porters only eight dollars a month each and expects the balance to be made up by commercial men. Certainly one feels like rebelling. This self-same hotel charges travelers three 'plunks' per day and gives the rankest kind of service.

The Custom is Pernicious

"Hotel waitresses generally receive from twelve to twenty dollars a month and make, in some of the larger dining-rooms, two to three dollars per day on the average. The tipping evil is growing, and is being looked for more and more around hotels, even in the smaller centres. In the eastern portion of Canada a commission man is allowed only five per cent. on the goods that he sells. By that I mean those that are shipped and paid for; and in the West, where expenses are higher, he usually receives seven and a half per cent. Now, the average expense of a traveler in Ontario for five days each week, if he covers much territory, will run close on to thirty dollars, with the high rates at hotels, and if he is out forty weeks in the year, this means twelve hundred dollars as the cost of traveling. Practically all the commission on the first twenty-five thousand of his sales goes to cover expenses before he earns a dollar in the way

of salary. What he makes after these items are deducted depends on the extent of his business.

Sweating to Corral Business

"The number of shoe travelers and shoe factories are increasing every day. It is like pulling teeth to close the same amount of business that you could do a few years ago at a much lessened outlay. You have to literally sweat blood in some instances, considering the combinations that you are up against. I am not complaining—merely giving you a recital of facts. If the tipping practice was abolished each man on the line would be over a couple of hundred dollars in pocket, and, considering the fact that there are twenty-five hundred or more traveling shoe salesmen in Canada, look what economy would be effected. Yes, we in the northern portion of America will watch with interest the ultimatum sent out by the travelers in Uncle Sam's domain, and some day we may take action if the move now inaugurated meets with success.

"It may be all right for rich tourists, affluent financiers, and glib promoters to hand out the half dollars and dollars for service at the hotels. They affect to have plenty of money and essay to create a good impression, but the average footwear salesman on the road is not troubled with too burdensome a salary. It takes a good man to clean up two thousand annually. You may say that some make four, five, and even seven thousand a year, but you can count these fellows on the tips of your fingers. The average salesman does not realize over twelve or fifteen hundred dollars, and there are some pretty fair men which can be had at this figure. Traveling is not sport or pleasure, catching trains at all hours, going about in every sort of weather, meeting all conditions and types of mankind, and facing opposition of the fiercest nature. But, there, I have had my say, and what I have told is true to a dot, taking everything on the law of average."

If You Have One Price Stick To It

"I walked into a retail store in Eastern Ontario the other day, and while engaged in conversation with the proprietor," remarked a traveler, "he assured me that his success in the shoe business was due to marking all goods in plain figures, having only one price for everybody, and selling strictly for cash. I believed him, but having occasion to call back later I did not find him in. A countryman entered and asked for some lumbermen's knitted socks. He was shown a line by a clerk, and the prices ranged from ninety cents up."

"'I will not pay it,' asserted the rather roughly-dressed visitor. 'I got a pair here last season for seventy-five cents. I will not give any more.'

"'Well, we can't sell you a pair at that figure this season,' remarked the salesman. 'They are good value at the money asked.'

"The caller started for the door. 'Hold on a minute until I see the boss,' shouted the clerk. Down to the cellar he went, and pretty soon came back with the announcement that the rural patron could have a certain pair for seventy-five cents.

"'I thought you would not cut the price,' he added, 'and now you offer them at fifteen cents less than you asked at first.'

"'The boss says that as you are a good customer he will make a special concession in your case,' the clerk rather awkwardly explained.

"The caller took the socks, paid his money and departed, but he gave me a knowing wink as he passed out. 'Thought I could bring them to time,' he mumbled. 'They say they are all one price in this store, but you can get a reduction if you raise a bit of a racket and make a bluff to leave.'

"If a retailer has one price he had better stick to it," mused the traveler. "If a cut is made to one man or woman on any pretext, that person thinks he or she is so shrewd and clever that the tale is certain to be told in a confidential way, and the prestige, which one price to all carries, is lost."

THE WINDOW OF A WESTERN ONTARIO RETAILER



A pleasing and inviting holiday window of J. O. Boughner, shoe retailer, of Simcoe, Ont., who also conducts a store in Dunnville. The window is twelve feet long, eight feet high, and five feet deep. The entrance to the store is at the corner.

Jobbers and Manufacturers Needed by Retailer

The Relative Importance of the Two Branches of the Wholesale Trade—Each Has Strong Points—The Supplying of Specialty and Standard Lines Discussed—Some Interesting Views

"We require them both, and they are equally useful in their way," said a prominent Hamilton retailer. "We do a large proportion of our buying from the manufacturer because we do a large specialty trade: but we also find the jobber a helpful as well as paying factor in the game of shoe distribution. The jobber does not seem to be afraid to state his case from the interviews that have appeared in the *SHOE AND LEATHER JOURNAL*, but I think some of the points claimed are somewhat strained. An up-to-date manufacturer of importance carries a stock as well as the jobber and can supply rush orders quite as promptly as any jobbing house. With us it is as convenient to order from a London or Toronto manufacturer as it is to call up a jobber on certain lines and we get them quite as promptly. There is an advantage that often lies in the manufacturer in filling a rush order. You are more apt to get what you order, whereas the jobber is often tempted to substitute lines from the very nature of his stock. Some of the jobbers talk as though they could supply goods at lower figures than manufacturers on account of the way they order from the makers, and to some extent this may apply as against small manufacturers, but when it comes to a show down, of the same goods, quality and finish considered, they cannot begin to make good the claim."

Jobbers Men on the Spot.

"It may seem an advantage to have the jobber so 'handy' with his stock, etc.," asserted another large dealer, "but he is not as often on the spot with the goods as he makes out. We have had quite as much trouble 'sorting' or even with 'placing' orders with jobbers as with manufacturers; for, in spite of their 'picked' lines there is often a dearth of ideas that makes the showing stale beside the fresh, crisp product of the individual maker. If frequency of calling is any advantage, the jobber certainly has it, but this very thing becomes, at times, a mild sort of nuisance, to put it very gently. There are days when a dealer could do nothing but look at shoe samples if he could only spare the time. Some of us long for the good old times when the traveler came twice, or at most four times a year with new goods with a couple of times between for sorting trade. To-day four or five times a month the shoe traveler is on deck with a full line that he insists upon you looking over. It may be a good deal easier to keep up a stock and it may make it less necessary to carry a full range of sizes, but I fail to see that the retailer carries any less volume of goods than he did twenty or twenty-five years ago. One would think, from what some jobbers say, that the dealer to-day only carried samples and ordered for sales requirements from the jobbers' stocks. As to buying more cheaply or more largely from jobbers, I think that is another myth. Some lines may seem to be cheaper, but no shoe man will claim the product of the very best Quebec shoe can hold its own, through and through, with the product of some of the best factories in Montreal or the West."

Money on Bread and Butter Lines.

"Yes, I think the jobber has done a good deal for the shoe trade," said a Lindsay dealer. "Of course we are handy to Toronto and the telephone gets us into immediate touch when we are out of stock. Travelers are around every week, of course, but we find it necessary even with that to call up the jobber two or three times a week. I agree with the retailer who says that more money can be made out of jobbers' lines than straight manufacturers'. We carry a pretty good range of specialties as well as what we call the 'bread and butter' of the trade, and I only wish I could say we made as much money out of the former as the latter. We have less trouble in every way and make more money on the plain everyday lines we get from jobbers than on any of our specialties, although I may say that on some of the latter the margin is good

enough. One difficulty I find with manufacturers is keeping up the stock; they are usually out of sorts and we have to wait sometimes three or four weeks to get supplies and that means loss of sales because a customer who wants a well known shoe is hard to satisfy with anything else."

Both Necessary and Helpful.

A Calgary shoeman says, with regard to the question, "Of course we could not do without the jobber out here. Until we get shoe factories of our own we shall always have to depend largely upon the jobber. In fact I am of the opinion that the jobber is a very necessary 'evil' or anything else you like to call him. There are certain staple lines that a dealer does not feel like stocking up with that he is able to get on short notice from the jobbing house. This gives him greater opportunity for handling special lines that can only be had by ordering considerably ahead, and this is an advantage all around, for the first class of shoes help to sell the commoner grades, notwithstanding what some of your jobber friends say about these lines being the 'backbone' of the trade. The two classes of trade go hand in hand, the one helping the other when handled judiciously. I do not think that some manufacturers have any idea that the jobbing trade can be dispensed with. While this is an age of specialization, it is also one of concentration, and it is an undoubted advantage to the retailer to have a depot to which he can turn in an emergency and secure a supply of goods to meet a sudden demand. In our case we have often to wire to Winnipeg for supplies when a turn in the weather or some unforeseen circumstance transpires that makes a demand for a certain class of goods. We can no more do without the individualized product than the general, and for giving 'character' to a store, we must have a certain number of specialties or so called high-class goods that none but a certain kind of manufacturer can supply."

Kill Some "Millinery" Styles.

"I do not see much in this discussion beyond the fact that conditions have so changed in the shoe trade that to-day an up-to-date manufacturer must be a jobber, and an up-to-date jobber must be practically a manufacturer," declares another Western man. "The demand to-day is such variety of product that no dealer could begin to carry an adequate stock and get out whole. Take, for instance, in special lines such as hockey and skating boots with which there is less uncertainty in this country, perhaps, than elsewhere, no dealer feels like filling his shelves in advance of the season with a range of these goods with any uncertainty as to the sale. The same applies to innovations that originate with manufacturers and jobbers themselves, and not with the dealer and consumer, and which, if indulged in to any extent by the dealer, might mean serious loss in unsaleable stock. The dealer does not originate a tittle of the ideas in footwear that are put on the market and on which he is so often asked to gamble. It is only right that the producers and wholesale handlers should take a large share of the chance involved in these ventures, and it is amusing to hear jobbers talk of taking care of the retailer. They are taking care of themselves. Let me add that I think if wholesalers, both manufacturing and jobbing, could get together and kill off a lot of the 'millinery' we have thrust upon us in the way of shoes they would be doing a good thing for the trade at large. I believe the jobber is a useful and very essential factor in the trade, but all of us realize that his interest in the retail trade is first and last his own."

Do Jobbers Do Retailing?

"When you are on this question of wholesaling," writes a New Brunswick retailer, "why don't you take up another phase or two of the situation that results from the large increase in the number and extent of the wholesale facilities that have char-

acterized the trade in the past few years? In spite of the supposed attitude of some of these jobbing houses a deal of retailing is being done by them to the injury of the dealer. I know people in this town that every time they go to a big city return with a supply of footwear for themselves and their friends. They bear a letter of introduction from some traveler or by some similar means seem to secure an entre into some of our best wholesale establishments, and, while in individual cases the amounts may appear insignificant, the total in a year must reach a considerable amount. Then I have visited large departmental stores and actually bought goods at lower prices at retail than I could secure from any wholesale house. I think this is most unfair. I do not see why a purely retail concern should be able to buy goods on terms that are undoubtedly closer than those at which even jobbers themselves can buy. How can a dealer be supposed to make a living and meet this kind of thing? Our town is flooded with catalogues that give

the impression to the people that we are robbing them and thus the evil affects not only the dealers in the town where these stores are but the whole country."

There Is Nothing Like Leather

For over twelve months now a road made principally of leather has been in use at Handsworth, Birmingham, and shows practically no signs of wear. It is another example of the elimination of that commercial bugbear, "the waste product," for until some ingenious person hit upon the idea of the leather road practically no use had been discovered for the leather waste from which it is made. The waste leather was shredded until it virtually became a pulp. It was then treated with bitumen and tar and laid in the usual way.

Imports of Shoes and Leather Into Canada

Some Interesting Figures Presented—Over Half a Million Dollars Increase in Shoes—Increasingly Heavy Foreign Purchases of Shiny Leathers, Calf, Goat and Sheepskins

The SHOE AND LEATHER JOURNAL quotes herewith a statement of the imports of leather, boots and shoes and other leather products as compiled for the tanners' section of the Toronto Board of Trade by F. G. Clarke, the president, and sent to all the members.

In the Canadian customs schedules the classes of leather are more or less mixed so that it is difficult to make comparisons. The statistics presented will, however, prove eloquent for the pur-

pose of discussing the bearing of the present tariff rates upon both leather and shoes.

There has been considerable soreness amongst upper leather manufacturers with regard to the lowness of the protection on their product, which would seem to be warranted by the facts evidenced in the attached report. The figures are comparative and are for the fiscal year ending March 31st.

	1908	1909	1910	1911
Sole Leather	246,525	59,218	81,769	122,179
Belting Leather.....	186,144	139,893	172,888	191,319
Upper Leather, not dressed, waxed, or glazed.....	298	5,106	5,442	1,252
Calf, goat and sheep skins, tanned.....	9,733	11,929	6,980	77,991
Calf, goat and sheep dressed, waxed, or glazed.....	303,188	275,736	294,838	502,32
Glove leathers, tanned or dressed.....	508,478	451,094	593,478	565,688
Harness Leather.....	16,529	22,014	36,224	18,077
Tanners' scrap leather.....	27,390	4,878	5,807	3,527
Upper leather, including dongola, cordovan, kangaroo, alligator, and all leather dressed, waxed, or glazed, or further finished than tanned, n.o.p., and chamois skins.....	142,198	91,611	196,079	296,885
Enamelled leather and morocco.....	78,573	45,410	67,410	143,386
Tanned skins for morocco leather.....	19,131	3,673	18,260	22,405
All other leather and skins, n.o.p.....	36,829	23,662	43,928	54,753
All other leather, dressed, waxed or glazed, n.o.p.....	181,449	272,059	563,250	463,034
TOTALS.....	1,756,465	1,406,283	2,086,353	2,462,848
Boots and shoes, slippers, etc.....	1,514,896	1,270,262	1,500,046	2,058,212
Boots and shoes, pegged or wired fastened.....	21,731	12,669	22,740	49,768
TOTALS.....	1,536,627	1,282,931	1,522,786	2,107,980
Harness and Saddlery.....	113,331	121,661	175,586	239,248
Leather Belting.....	58,445	47,623	70,492	77,408
All other manufacturers of leather and rawhide, n.o.p.....	285,700	257,824	347,717	439,053

The Retailer Asked Too Long a Time

"I had an amusing experience recently with a retailer," remarked a shoe manufacturer of an Ontario city, "which shows that while we may have our faults, the men to whom we sell our goods have a few also. One of our travelers, while out north, called upon a merchant and, after some persuasion the fellow decided to give him an order for six pairs of shoes to be shipped in two weeks. Now the bill amounted to about fifteen dollars, and what do you suppose the request was—that the dating should be on the same conditions as our spring order lots, namely April 1st. The order was booked on October 15th last. The traveler, evidently thinking that the factory would not stand for such a long term date marked that payment was two per cent., ten days, after the first of February next. The shoes were shipped—a whole

half-dozen pairs mind you—and judge of our surprise when we got a letter back to the effect that the conditions were not satisfactory on the fifteen dollar lot, and the distinct understanding was that the consignee was to be allowed until April 1st to pay the bill subject to the usual discount within ten days. The letter read. "We are, of course, able to meet the account any time, but the agreement was that settlement should be made on the basis of spring dating, and here you have inserted 'payable February 1st.' Now when we make a stipulation we desire to have it carried out to the letter and are at a loss to understand why you have not done so." We promptly cancelled the order. Now, with some retailers if you give them an inch they will take a rod, and to think that any merchant would seek six months to settle a fifteen dollar bill is preposterous. Happily retailers of this kind are few and far between."

A PLEASING YULETIDE WINDOW AT SMALL COST



One of the most attractive windows seen during the yuletide season was that put in by W. G. Pink, 278 College Street, Toronto. Mr. Pink makes a special study of window display, and his fine front readily lends itself to effective work in this line. The accompanying cut affords some idea of the neat and appropriate holiday dress presented.

In the women's window, showing acceptable holiday footwear for females, the flooring was of cotton batting lettered with Christmas snow. Forming the background were two chimneys, made of card board painted red, the lines of mortar between the bricks being defined in white. St. Nicholas was depicted in the act of descending one of the chimneys. Above the chimneys was a ledge adorned with gold fringe. Overhead was a background of poinsettia, evergreen, silver and bronze holly leaves. Suspended from the centre, by means of red satin ribbon, was a wreath of holly


in which was inserted a lady's patent pump. Above the mirror at the side were crimson satin ribbons criss-cross, with fancy slippers attached. All kinds of dainty footwear were exhibited, but there was plenty of display room allowed.

In the men's window the flooring was similar to that in the women's. The background was different, being of brown burlap with panels of red paper. The ledge was like the one in the other window. Over the side mirror were silver tinsel cords forming quadrilateral figures, with slippers attached, by means of snap hooks. Suspended in the centre was a holly wreath and in it was a man's slipper. Along the side were silver holly leaves and poinsettias. A silent salesman show-case just inside the main entrance was treated in a manner similar to the windows. The material used in the artistic trimming of the two windows did not cost Mr. Pink more than four dollars, but he made splendid use of it.

Some Constructive Retail Ad. Criticism

Pitfalls the Merchant Should Avoid in Making His Advertising Most Profitable—Definite Examples Given—
Good Cuts Always Advisable When Illustrations Are Used At All

A cut should illustrate something *definite* whenever possible. A mere "eye-catcher" is of little use, hence the illustration used in the Clark Shoe Co.'s ad. could be replaced to advantage by a cut showing a stylish shoe. The two figures and their position lack point—at least it is very difficult for the reader to know what the advertiser is driving at in the illus-



SMART SHOES

Young men always want smart shoes! The up-to-moment young man is a sort of lexicon of shoe style. He knows just exactly what he wants in a pair of shoes, and he knows just where to go to get them.

That's the Reason He Comes Here

Our success in pleasing young Men with shoes is not just "luck"—it's due to our knowledge of young men's wants, and our ability to provide for them.

SMART SHOES

Leathers of gun metal, calf and other dull leathers, patent calf and handsome models in NEW FALL TANS. The swell high knot toes, military heels, high arches and short vamps, handsome perforated tips and vamps, plain or fancy tops are in evidence at prices ranging from

\$1.50 to \$6.50

SEE WINDOWS!

The Clark Shoe Co.
TEMPLE BUILDING
BELL 1342 -- MACHINE 591
Repairing a Specialty

A 10-in. d.e. Brantford ad., well written but poorly illustrated.

tration. Possibly this firm used it in default of something better just at the moment, but if this be so, it is not the best policy to pursue.

The opening paragraph starts out well, but the last sentence is slightly inaccurate. Most young men do not always know exactly what they want, nor do they always know where to get it. It is "up to the merchant" to boil their more or less hazy ideas of good footwear and style down to something concrete, and to advertise so that they will know just where to go when shoes are wanted.

The copy is very logical. First comes a little generalizing, then an application of this to the firm in question, then good selling points of some of the lines carried. And a range of prices is mentioned—a *necessary feature*. This is one of the few ads. one sees that calls attention to the window displays. As these two departments are closely co-related, it is always wise to do so.

There is no good purpose served in the boxed display lines in the centre of the ad. They would appear better if the boxes

were removed, and the look of the ad. as a whole would be bettered if the rule border were set more carefully. It is decidedly poor compositors' work, and should be complained of by the advertiser, as such little points do much to detract from a good ad.

Herewith is shown a little circular, 11 in. x 4¼ in., printed on good quality light yellow paper, and distributed by the Brantford firm above mentioned. This circular is addressed to women, and is dainty throughout. The cuts, though of the stock variety, are classy and heighten the tone of the circular as a whole. The copy is well set, and decidedly to the point—the point in this case being the *service* the Clark Shoe Company are able to offer to women customers rather than the merits of any particular shoe.

It is unnecessary to place the firm name at both the top

THE CLARK SHOE CO

A Wealth of Choice Models

await the inspection of the woman who wants something more in Fall Footwear than "Just a pair of Shoes!" Our Shoes show the Skillful and Artistic Shoemaking of Experts—they're Shoes of Style and Refinement. There are Street and Dress Boots, Storm Boots, Comfort Shoes, Pumps and Slippers. We've Women's Footwear for every requirement in every size and width that's made.

We've Every Woman's Shoes

We offer you, also, our expert Service in fitting, which insures a

"Righ Shoe"

in every instance. At very moderate prices, along up to Shoe Elegance, we, offer the best Shoe Values.

Never depend upon the quoted price of a shoe for value—but look at the Shoe.

We'll count it only a pleasure to show you the

New Fall Styles

madam, and we'll just add that the Woman who comes here once for Shoes, will never go elsewhere, afterwards.

The Clark Shoe Co

TEMPLE BUILDING
Bell Phone 1342 Machine Phone 591

Repairing a Specialty

A dainty 11-in. circular by the same firm appealing to women.

and bottom of an ad. The critic would prefer to see this eliminated from the top here, and the real heading beneath set after this style:

A Wealth Of Choice Models

Care must always be taken to see that the grammar is correct. In this case the verb should read "awaits," to agree with

the word "wealth," rather than the word "models." These slips are easily obviated, as are those like the display line below, where "right" is spelled "righ." This takes care, however, and the advertiser should be his own final proofreader whenever possible. This circular shows an aggressiveness worthy of imitation by other shoe men everywhere.

C. B. Pratt, of Ottawa, does considerable retail advertising, and he is usually sure to get in something pointed and descrip-

effective when followed by a series of daily talks about definite styles and makes of shoes, giving plenty of details, and also prices in each case.

A Traveler's Love of Canadian Goods

"I was passing along the main street in a western Ontario town the other day when I noticed a sign 'The American Shoe Store,' remarked a traveler. "This set me thinking. While a man may put up any announcement he pleases, yet I have failed to see any such notices as 'Canadian Shoe Store,' 'Dominion Shoe Store,' etc. Are we going to have a little more loyalty and patriotism in Canada, more love of country and more appreciation of what we possess and what we produce? I am no 'little Canadian,' but 'Canada for Canadians' is not a bad slogan after all. All Canada exhibitions are good institutions, and I wish that some of our cities and towns would hold more of them. It makes me hot, and I feel like resenting such flaring foreign announcements to cater to an alleged superior class of trade. When I hear remarks such as I have heard some retailers make that 'My customers demand American shoes, they will not have anything else,' or 'Canadians cannot give the style, fit and finish that suits my patrons,' I feel like telling such a narrow minded, dollar loving dealer to go where he thinks things are so superior. Yet these self same men will cry long and loud about catalogue houses, departmental stores, and bitterly denounce out-of-town purchasers. They say that such people are no good to the place, that they earn their money at home and send it elsewhere to build up rival communities. These very merchants, if they would only gaze in the mirror a minute, could see the same kind of an individual right before them. They are quick to detect the mote in the eyes of others but are blind when it comes to discovering the beam in their own optic. They do not practice what they preach. Did you ever see an American dealer

C. B. Pratt

SELECT a present that will linger longer than a day and an hour — something that will make the thoughtfulness and good taste of the giver more than a Memory.

SLEPPERS—that's the thing. For the tiny tots; for the old folks; for you: warm, gloom-chasing foot-warmers that spell happiness with every move.

Men's Slippers, High or Low Cut, \$1.00 ap.

I have them in great variety—at prices that mean a direct saving on your pocket-book.

Buy today. You'll find what you want right here before you—now. No waiting, no annoyance, no high prices.

Women's Boudoirs, in leather, felt or velvet, 75c ap.

C. B. Pratt's Shoe Stores
137 SPARKS ST. 323 WELLINGTON ST.

A 7-in. 3-col. Ottawa ad., well written and displayed.

tive. The ad. shown here is a good instance. The cut of the carbon signature across the top left-hand corner is an unusual setting, and the copy that follows is good. These illustrations are line cuts which stand out clearly, though little detail is shown. Well-written copy about definite articles always reaches the mark, especially accompanied by price quotations and decent illustrations. Plenty of white space is left for margin purposes, and the black cuts at the two bottom corners make the contrast the more noticeable.

J. T. Stenson and Sons' ad. is a straight-to-the-point selling talk, such as a good salesman would give when talking personally to a customer. This is the kind that counts every time. It is general in tone, emphasizing service and stock carried, rather than particular shoes. The heading and the figure in the stock cut both help to carry out this idea—the direct personal talk. The copy is moderate in statement and for that reason all the more readable and clinching. This sort of ad. is all the more

ABOUT YOUR SHOES, SIR!

We'd like to have you know our Shoes—know of all their good points—know of the good Shoes we offer at such reasonable prices as

\$3.00, \$3.50, \$4.00 and \$5.00

THESE POPULAR PRICES you will find at most every shoe store, but believe us, sir, you will not find such SHOES as we offer at these prices—No, sir, not by any means. It's OUR SHOES and not OUR PRICES that talk value for us.

The shoemaking is by the country's best makers, the leathers are the best of Gun Metal Calf, Patent Calf, Tan Calf, Kid, etc. Laced, Blucher or Button Styles, straight or sewing lasts.

J. T. STENSON & SONS
364 GEORGE ST.

The telling way in which a Peterboro' shoeman uses 5-in. d.c. space.

AND STILL THEY COME!

We consider the SHOE AND LEATHER JOURNAL the best, all round trade paper of its kind in the field—
I. B. Brook & Son, Melita, Man.

We are all well pleased with the SHOE AND LEATHER JOURNAL, and would not care to do without it.—J. O. Boughner, Simcoe, Ont.

put up a sign, 'Canadian Footwear?' Why he would be driven out of the town and jeered at unmercifully. He would even be called a traitor. What kind of a reception would a traveler for a reputable Canadian shoe manufacturer get from shoemen over the line? He would be told that he should not have been let out, that they had no floor space for 'curios,' or the museum was just down the street and that he might deposit his samples there as they had no use for them. National honesty, a belief in our own ability, genius, brains and skill is what some people require on this side of the line."

Recent Activities in the Shoe and Leather World

What Is Going On in Different Centres of Interest—Personal Notes and News That Will Be Found Instructive and Timely—Interesting News of the Trade in Short, Readable Shape

Smith Bros., shoe retailers of Hamilton, Ont., recently assigned to W. G. E. Boyd.

H. S. Carkner of Winchester, Ont., was in Toronto calling on the trade this week.

Horton Bros., shoe merchants of Moose Jaw, Sask., have disposed of their business to J. McCauley.

George Chambers, head salesman of the Regal Shoe store, Toronto, is holidaying in the Porcupine district.

A building permit has been granted to W. B. Levack to erect a tannery in Toronto to cost \$13,000.

The assets of J. S. Langlois & Co., shoe manufacturers of Quebec City, were sold on December 27th.

The capital of the Macfarlane Shoe Company, Montreal, has been increased from \$150,000 to \$300,000.

The Bleury Boot and Shoe Store of Montreal, assigned a few days ago to Chartrand and Turgeon.

E. R. Allen of Boston, chief controller of the Regal Shoe factories, was in Toronto this week on business.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, Waterfoot, England, is spending a few days in New York on business.

Christian Commercial Travelers' Association, known as The Gideons, is campaigning to raise \$5,000 to carry on the work.

The partnership between J. G. and J. S. Townsend, shoe retailers, George St., Brantford, has been dissolved; J. G. Townsend continues.

Leon Ackerman, doing business in Montreal under the name of the Canada Leather Goods Co., recently made a voluntary assignment.

L. B. Hutchison, Toronto manager for the Kaufman Rubber Co. of Berlin, spent the recent holidays at his home in Penetanguishene, Ont.

W. H. Miner, vice-president and general manager of the Miner Rubber Co. of Granby, Que., returned recently from a business trip to Winnipeg.

B. L. Martin of Moosomin, Sask., where he conducts a successful retail shoe store, was in Toronto this week. He is paying a visit to his former home in Goderich, Ont.

W. J. Detweiler, who conducts a large and flourishing footwear establishment at Sault Ste. Marie, Ont., was in Toronto on a business trip this week.

J. Heffering Toronto, representative of the Tetrault Shoe Manufacturing Co., Montreal, is spending a few days in Montreal on business.

Stephen Parker, sales manager of the W. A. Marsh Co., shoe manufacturers, Quebec, was in Toronto recently calling upon the trade.

Gilbert J. Scott, who covers Western Canada for McLaren and Dallas, Toronto, has left on a business trip throughout the Prairie Provinces.

A license to do business in the province of Ontario has been taken out by the Miner Rubber Co. of Granby, Que., the sum to be expended for this purpose not to exceed \$40,000.

W. A. Hamilton of the W. B. Hamilton

Shoe Co., and John A. Walker of Walker, Parker & Co., Toronto, have been elected members of the boot and shoe committee of the Toronto Board of Trade.

The committee of the tanners, hide and wool interests of the Toronto Board of Trade recently elected, are W. D. Beardmore, Toronto; Hon. E. J. Davis, Newmarket; and C. G. Marlatt, Oakville.

D. Lorne McGibbon of Montreal, states that the sales of Canadian Consolidated Rubber Co. in November were close to \$1,000,000. This constitutes a new record for the company.

George E. Boulter, who represents the John McPherson Co. of Hamilton, and the Plyde Shoe Co. of Montreal, has secured new offices and sample rooms at No. 208 in the Lumsden Building, Toronto, removing from 20 Wellington St. west.

The Provincial Board of Health recently considered a complaint of the pollution of Carling Creek, a tributary of the Thames, at London, Ont., by refuse matter from C. S. Hyman's tannery. The cause of the complaint was ordered to be removed.

The Parisian Shoe Co. has taken over the business of Poliquin & Gagnon, Montreal, and the firm will now be composed of Messrs. Poliquin, Gagnon and Lavoie. The new firm has added a line of Good-year welts.

Robt. Orr Halley, who some years ago was a member of the firm of Halley Bros., who conducted a large retail shoe business on Yonge St., Toronto, died on Dec. 30th of heart trouble. He was 65 years old, and had lived in Canada about fifty years.

A. W. Redden and Co., Sydney, C.B., have under consideration the erection of a new and up-to-date shoe store and are now busy preparing the plans for the structure, which will embody all the latest ideas and conveniences. Work will be started in the spring.

Alfred Webb, book-keeper for the Fennell Leather Co., Montreal, was arrested this week in that city on the charge of obtaining \$209 by false pretences. He pleaded not guilty and was remanded until January 10th for trial, being admitted to bail.

Edward Stark, shoe dealer of Victoria, B.C., recently bought out the business conducted by Russell E. White in that city, known as the White Shoe Store. Mr. Stark is conducting a clearing sale of the stock on the premises, 1321 Douglas Street, Victoria, B.C.

Nicholas Wadden, shoemaker, died recently in St. John's, Nfld. He was a native of Wexford County, Ireland, and had attained the advanced age of 95 years. He carried on a successful boot and shoe business in St. John's for over half a century, and by frugality and industry acquired considerable property in the city.

D. B. Thomas, alias David B. Myers, alias David B. McCain, the fake "promoter" of a shoe factory in Lindsay, Ont., who swindled Burrows & Shepherd of Breckenridge, Minn., out of \$11,000, besides forging a warranty deed, was sentenced recently to an intermediate sentence at hard labor at the State Prison at Billwater, Minn.

The secretary of the Gideons, the organization of Christian commercial trav-

elers, presented his report at a meeting of the society held recently in Toronto, and showed that 8,000 Bibles had been placed in hotels since March last, and that \$5,000 had been received in contributions. Three camps had been established, at Toronto, Hamilton, and Winnipeg.

John T. Lawson, who was formerly in the shoe business in Orangeville, Ont., but who went West about a year ago and opened a store in Regina, Sask., spent a few days in Toronto this week visiting a number of old friends. He is building up a big trade in the West and reports the outlook for the coming year as most promising.

Two remarkably strong, high-grade, wholesale shoe concerns have decided to merge their interests. Having been engaged for twenty years in a strenuous but friendly rivalry, each growing steadily in strength and prestige, Winch Brothers Company and Clark-Hutchinson Company, both of Boston, Mass., will henceforth be one house, under one ownership and control.

A quarterly dividend of one and three-quarters per cent. has been declared on the preferred shares of the capital stock of Canadian Consolidated Rubber Co., Limited, Montreal, and a quarterly dividend of one per cent. on the common stock. A quarterly dividend of one and three-quarters per cent. has also been paid to the shareholders of the Canadian Consolidated Felt Co., Limited.

W. J. Thurston, of Guelph, Ont., has, in connection with his shoe business, handled skates for a number of years, and last winter sold no less than 438 pairs, ranging in price from two to five and six dollars per pair. He considers that carrying skates is a good, profitable line for the shoe merchant. They are attached in the premises to hockey and skating boots, in the sale of which Mr. Thurston does a very large trade.

In a proclamation recently issued by the merchants of Leamington, Ont., setting forth the benefits of local option in that town, the names of two well-known shoe retailers appear. They are W. J. Trott and L. J. Wright. The merchants declare that, since local option's inauguration, nearly two years ago, business has steadily improved, that collections are better, and more building in progress, while the moral tone of the community is greatly advanced.

A despatch from New York says: "As a New Year's resolution, the thousands of traveling salesmen who comprise the Commercial Travelers' National League, have decided to stop tipping hotel help, barbers, Pullman car porters and everyone else, according to the president of the League, P. E. Dowe. 'From to-day on,' said Mr. Dowe, 'the crusade against tipping will be waged in earnest, for the victims of this pernicious custom realize fully that the time to break the chains which bind is now or never.'"

The many friends of E. E. Donovan, superintendent of the Cook-Fitzgerald Co., London, Ont., will be pleased to learn that his earnest, faithful work in the interest of the company has been recognized by his elevation to the vice-presidency. The promotion is well merited and came in the

nature of a pleasant holiday surprise to Mr. Donovan, who is one of the most thoroughly qualified and progressive shoe manufacturers in Canada. The name Donovan is widely known in connection with the production of high grade footwear. A. W. Donovan, a brother of the newly-appointed vice-president of the Cook-Fitzgerald Co., is president of E. T. Wright and Co., of Rockland, Mass., and also head of the Boston Boot and Shoe Club.

The Inquiry Is Resumed

The Board of Investigation into the affairs of the United Shoe Machinery Company resumed its sessions in Montreal this week, after the holiday adjournment. The first witness was Joseph Daoust of Daoust, Lalonde & Co., and president of the shoe section of the Canadian Manufacturers' Association. The commission, after holding sittings in Montreal, will revisit Quebec and Levis in order to hear further evidence.

Travelers at Festive Board

Certainly the thirty-fifth annual banquet of the Dominion Commercial Travelers' Association, held in the Windsor Hotel, Montreal, on December 18th, was one of the best. Over six hundred were present, and the guests of the evening included: Sir Wilfrid Laurier, Hon. G. E. Foster, Hon. C. J. Doherty, Mayor Guerin, Henri Bourassa. The speeches were more than ordinarily interesting, and the atmosphere more than usually one of friendliness. Sir Wilfrid aptly gave expression to the sentiments of those present by stating he felt the comradeship of the commercial travelers at their banquet was like "a roaring Niagara of hospitality." Past-president S. J. Mathewson was prevented attending by illness, which was too bad, for he is one of the most interested workers of the association, and its true friend.

Good Demand for Hockey Shoes

The Wanderer Professional Racer, which hockey boot has enjoyed a large sale in all parts of the province, is being handled this season by the firm of Blachford, Davies and Co., Toronto, who are carrying a re-



presentative stock. The shoe is strongly made and re-inforced at all vital points, giving wear, strength and comfort. With the advent of cold weather, the popularity of skating and the great national winter game of hockey many sorting orders are being filled.

They Want the Canadian Market

Mr. H. J. Fuller of the Canadian Fairbanks Co., Montreal, who has just returned from Chicago, says that business is still far from satisfactory across the line, and more manufacturers than usual welcomed the holidays in order to close their plants.

"I have seen," he said, "no notice taken

of the fact that the New England Manufacturers' Association has contributed the sum of \$200,000 and the State of Massachusetts \$100,000 towards holding exhibitions of New England products and manufactured articles in leading Canadian cities.

"As I understand it, these exhibitions will partake of the character of the exhibitions in the Mechanics' Hall, Boston. The promoters of the scheme are already asking for desirable places to launch their exhibition in Montreal, Toronto and other cities on this side of the line. This goes to show how anxiously the Americans are looking towards our markets, and how they would have welcomed the opportunity Reciprocity would have given them to sell their goods here."

Regal Company Will Erect New Factory

It is understood that plans are under way by the Regal Shoe Company, whose head offices are in Boston, where a handsome executive block and stock-room have recently been completed, for the erection of a new factory in Toronto, which will have a capacity of about one thousand pairs daily. Some eight months ago they bought out the Sovereign Shoe Co., 102 Atlantic Avenue, Toronto, and established a Canadian factory, which has since been operated to its fullest extent, but has not been able to keep up with the demand for Regal shoes. Several sites are under consideration for the new plant, work on which will likely be started in the spring. An officer of the company, when on a recent visit to Toronto, remarked that the success of their Canadian enterprise in establishing a factory in Toronto, was such as to necessitate more commodious premises and that their move was being watched with much interest by leading makers of footwear on the other side of the line.

Would Limit Heels to One Inch

An outcry against the present fashion of women's footwear was raised last week by the French Medical Faculty. "That tired feeling," of which so many women are complaining, it is asserted, is largely due to the wearing of high heels. According to the French doctors the unnatural position which the foot is forced to take when shod in a fashionable shoe constitutes a complete displacement of the centre of weight of the body on the fore-foot, occasions a contraction of the muscles of the toes and legs. Strong criticism is also made of women who, as soon as they return home from the theatre or from some social function, give way to impulse and change their high-heeled shoes for a pair of soothing and flat-soled slippers. This remedy, it is affirmed, is rather worse than the ill itself, for it causes the foot to pass from one extreme to the other, which in the end is bound to produce persistent suffering. Varicose veins are also given as one of the probable consequences of the high heels of fashion. In the opinion of leading French doctors, women who value their health should never wear heels higher than one inch.

Stop Fraudulent Sale of Stocks

W. D. McPherson, M.P.P., Toronto, says that it will not be long before there is on the Ontario statute book an act to prevent the fraudulent sale of stocks by dishonest debtors. In addressing a recent meeting of the Canadian Credit Men's Association, Toronto, he went over the ground of the fate of the last bulk sales bill introduced into the Ontario Legislature by Dr. Jessop, and which, he said, was hoisted because the

government wished first to study the workings of similar legislation in Western provinces. Mr. McPherson announced that the Ontario Government had expressed itself in favor of the principle of the bill, and that he would introduce a bill on these lines this year which would, he was assured by the Attorney-General, receive the government's favorable consideration. The object of the bulk sales act is to prevent a merchant from selling his stock-in-trade in bulk without the knowledge and consent of the majority of his creditors. On the Board of Governors are A. R. Clark, tanner, and J. A. McLaren, wholesale shoes, Toronto.

Dolls' Home in Shoe Window

One of the most effective windows put in for the holiday trade was in the store of Vermilyea and Son, of Belleville, Ont. In one window was an immense cardboard horseshoe decorated with holly, and from the inner portion of the shoe the countenance of Santa Claus showed forth with a beaming smile. In another window there was a miniature house and yard with doors and windows, the four apartments, two upstairs and two downstairs, being attractively furnished. There were kitchen, dining-room, living-room and bedroom, with furniture and all household utensils complete, and a whole family of dolls.

The Holiday Trade Was Brisk

The holiday trade of the shoe retailers in various parts of Canada was, on the whole, satisfactory, and many report a larger business than for the corresponding season last year. In some sections there was a falling off, owing to the mild weather and the absence of snow and cold. The week before Christmas conditions improved, and things were humming in most centres. The sale of holiday slippers and house shoes was gratifying. From reports received from a number of places the volume of business was generally encouraging. Many retailers are now holding their mid-winter stock reduction sales, while others have been busy taking stock in preparation for the event. A Western Ontario foot fitter says that his trade was never better, and he is well pleased with the result. A leading shoe merchant of Winnipeg relates: "Our holiday turnover has been beyond our expectations. While the weather here for four or five weeks was unseasonable and did not help matters any during the latter part of November and the first half of December, we have no kick coming on the holiday trade. The weather has now turned cold, and we look forward to a good January business." Jobbers, who have been doing a fair sorting business, now declare that activity in felt and heavy goods and rubbers is marked.

SHOE TRAVELER required for Western Ontario. Must be experienced and able to furnish good recommendations. Apply to Sales Manager, Geo. A. Slater, Limited, cor. Aird Avenue and Ontario Street, Montreal, Que.

FOR SALE—Four complete sets of McKay patterns and dies, on up-to-date lasts for making oxfords, blucher bals and buttons, all in good condition. For full particulars apply Slater Shoe Co., Limited, 105 Latour St., Montreal.

WANTED TO BUY—Small stock of boots and shoes, with repair shop in connection. State size of stock and price. Address Box 36, SHOE AND LEATHER JOURNAL, 59-61 John St., Toronto, Ont.

Lynn Shoe Prices Advance

A despatch from Lynn, Mass., contains the information that the increase in the wholesale price of shoes, which will be inaugurated in March by the Brockton Shoe manufacturers, will be put into effect at the same time by most of New England manufacturers. The matter will be taken up later before the convention in New York. In Lynn, makers say the advance in price will probably be from five to seven per cent. Retailers will add enough to their prices to protect themselves.

The Demand for Lower Heels

Information from salesmen show that orders now placed include many for heels lower and broader than for several years. The South, where high heels have ever been popular, is leading in this matter, and it is a surprise to witness this notably high-heeled section asking for lower heels. There has been a tendency in this direction for two or three years. In pumps, heels from one inch to one and five-eighths in height will be observable, and even on oxfords there is a tendency toward lower pedestals. The Cuban heels are still popular, although some of the low heels are on a military order.

Thief Caught in Shoe Store

An exceptionally good night's business apparently suggested the possibility of a fair coup and get away from the shoe store of A. Levy, 260 Yonge St., Toronto, at an early hour the other morning. This might have been the case but for the fact that Mr. Levy has his premises equipped with the electrical burglar connections of an electric protection company. The entry to the premises sent an alarm to the company's central station with the result that a thief well known to the police was caught making himself thoroughly acquainted with the premises, and held until a patrol officer was summoned, and the burglar was taken to the police station. Nothing was missing and beyond some damage to the cash register there was no loss.

Leather Business Active Abroad

A prominent member of the leather trade, who has recently returned from England, is authority for the statement that the shoe and leather business, and almost all other business in England, has not been in such a prosperous condition for the last forty years. There is a large demand from the English market and from all European markets for light splits, for the reason that other sorts of leather usually called cheap leather have advanced so much in price that it is necessary to get splits from which to make cheap shoes. East India kips, it is reported, were never so high as at the present time. The increased demand for splits and the consequent raise in prices is looked upon by good judges to be something similar to what has occurred periodically, although the advance in price may not be so marked as in other years.

Showing Shoes on a Wagon

"I saw a novel and effective advertising scheme while out West," recently remarked a Toronto traveler, who has just returned from the Prairie Provinces, "and I wonder that some Easterners do not adopt it. A wagon was driven up and down the business streets and through several residential portions of the place while I was there. On it was a huge V-shaped structure only the 'V' was inverted. On one side were nailed several pairs of shoes, mostly of a heavy variety, and over a portion of the surface were the words: 'Only

\$2.50 to-day at ———. Come and get a pair. They are worth the money.'" On the other side were lumbermen's rubber goods nailed at the top to the sloping wooden surface, and the announcement was to the effect that these articles could be had for ———." I asked the dealer how the scheme worked. He told me that it was the best advertising method for quick results on a busy day that he had yet discovered."

A Progressive Western Shoe Man

One of the aggressive retailers in the "postage stamp" province, which will now lose that undesirable title since its boundaries have been extended, is J. Nash, of the firm of Nash & Lott, Brandon, Manitoba. He has been identified with the trade



for a quarter of a century. He gained his first experience in the art of St. Crispin at Orangeville, Ont., where he worked for four years on the bench. Then, like many other young men, he was seized with an uncontrollable desire to see the West, and one morning he packed his trunk and started. That was over two decades ago, and Mr. Nash is still on the ground. He located in Brandon, and there he is operating one of the finest shoe businesses west of the Great Lakes. He worked on the bench for Zink Bros. for some time, and then took a hand in the selling game. He made good from the start and was with the firm for eight years. Recently his former bosses sold out and are now leading retired lives. Over ten years ago, Mr. Nash began in the retail line at 937 Rosser Avenue. His partner, Mr. Nott, withdrew some months ago, but the business is still conducted under the old name. Mr. Nash is an alert shoe man and carries a select and comprehensive stock.

Honors Come to the Trade

At the recent annual meeting of the Commercial Travelers' Mutual Benefit Society, held in Toronto, S. R. Wickett of the firm of Wickett and Craig, tanners, who is a former president of the Society, was re-elected a trustee. A. J. Tipping, traveler for D. D. Hawthorne and Co., Toronto,

was also re-elected a member of the Board of Trustees. H. Goodman of the M. Langmuir Manufacturing Co., Limited, was continued as treasurer, the offices being filled by acclamation. At the late elections of the Toronto Board of Directors of the Commercial Travelers' Association of Canada, Charles J. Silver of the traveling force of the W. B. Hamilton Shoe Co., Toronto, was chosen a member of the directorate. E. O. Zimmerman, representing the F. F. Dalley, Co. of Hamilton in the contest. Their many friends are extending congratulations.

Proposed New Building for Travelers

A ten-storey building to cost \$250,000, and to contain sample rooms, billiard parlor, dining-rooms, bowling alleys, and so forth, for the use of commercial men of the province, was one of the propositions brought before the Commercial Travelers' Association at their annual election of officers held recently in Toronto. James G. Cane, the second vice-president, presented a report from the building committee, and submitted plans for the proposed building, which were laid over, to be dealt with later. After considerable discussion the by-laws changing the annual mortuary benefit from \$50 for 20 years to \$66 2-3 for 15 years, was passed. A petition asking the government to appoint a commission to look into the hotel accommodation of the province, particularly that of the local option districts, was circulated at the meeting, for signatures. No action was taken by the meeting as a whole, although it was discussed.

To Double Rubber Supply in Six Years

Few persons appreciate the fact that according to expert reports the world is on the eve of doubling its supply of crude rubber within another six years. For instance, the world's supply of rubber last year may be placed at 75,000 tons, of which 65,000 tons was of the "wild" variety coming from Brazil, and such places. By the end of 1917 it is expected the world's supply will have grown to between 145,000 and 150,000 tons, due to the enormous increase in production of fine cultivated rubber in the Far East. There is to-day under rubber cultivation in the East a total of 875,000 acres of rubber, distributed as follows:

	Acres.
Malay Peninsula	300,000
Ceylon	200,000
Dutch East Indies.....	175,000
Other tropical countries	200,000

This acreage should produce nearly 80,000 tons inside of the next six years, the output gradually increasing to that figure from year to year.

United States Rubber in three years will be getting 25 per cent. of its rubber from its own plantations. In five years it will be getting 75 per cent. and ultimately all at a cost of not much over 25 cents per pound.

Vancouver Credit Men Meet

The British Columbia Credit Men's Association, which was organized a few months ago, now has a membership of over thirty firms, comprising all the leading wholesale houses in the different branches of the business. The association is affiliated with similar bodies in Winnipeg and Seattle for the purpose of interchange of information relative to the credit standing of newcomers from the south and east, who are starting up in business in Vancouver, Victoria and other cities and towns of the province. The several objects expected

to be furthered by the association are: The protection of the members from bad debts, the *bete noir* of all business houses, by organizing the credit departments of the wholesale trade into one central body, and establishing a uniform basis upon which credits may be founded; to prevent settlements of insolvent debtors without the fullest investigation, and to resist all fraudulent settlements; to control, where possible, the winding up of insolvent estates, and to provide for proper transfers of retail business, etc.

Asking For Company's Dissolution

A recent despatch from Boston says: A suit asking for the dissolution of the United Shoe Machinery Company, has been instituted by the Federal Government, which filed a bill in equity in the United States Circuit Court. The bill is brought against the United Shoe Machinery Corporation, United Shoe Machinery Company of New Jersey, eighteen subsidiary corporations, and twenty-three individuals, to prevent and restrain the defendants from "maintaining and engaging in unlawful combinations, contracts and conspiracies in restraint of interstate and foreign trade and commerce, in violation of the Sherman Act, in the manufacture, sale and lease of machines, mechanisms, tools and devices used in the manufacture of boots and shoes." The court is asked to order the dissolution of the defendant corporations in such parts that no one of them will constitute a monopoly or can become a monopoly of the shoe machinery business. The defendants include President Sidney W. Winslow, William Barbour, Wallace F. Robinson, George W. Brown, Edward P. Hurd, John H. Connor, Louis A. Coolidge, Edwin P. Brown, Frank L. Bubbott, Henry B. Endicott, Edmund De B. Gardner, John H. Hanan, Elmer P. Howe, George E. Keith and others prominent in the shoe machinery and shoe trade. President Winslow and other officials of the United Shoe Machinery Company were indicted by the Federal Grand Jury last summer for alleged violation of the Sherman Law. The cases have not yet come to trial.

A Capital Shoe Anecdote

T. C. Irving, manager of Bradstreets, Toronto, who is probably the best-known story teller in Toronto, is particularly strong on anecdotes about clergymen. The recent visit of Rev. R. J. Campbell, the famous London minister, to Bond Street Congregational Church, Toronto, recalls a story told by Mr. Irving concerning an incident which took place at the same church many years ago.

Rev. Mr. Marling was then its pastor, and he presided at a meeting there addressed by Rev. Morley Punshon and Rev. Dr. Shaw, a well-known divine from the United States. The latter commenced by saying that when he found he was to appear on the same platform with Mr. Punshon he not only shook in his boots, but that his boots shook for quite a time after he took them off for the night.

Mr. Punshon, who had just arrived from England, began his speech by saying:

"Those boots of Dr. Shaw's puzzle me very much. What kind of boots can they be? They can't be what are called Wellington boots, for Wellington never shook. Neither can they be what I used to know as Bluchers, for Blucher didn't shake, either. I can only suppose then, that they had very poor soles and elastic sides, and that they were badly in need of heeling."

Button Shoes Strong Sellers

A prominent Eastern shoe retailer was recently quoted in the fashion notes of a daily newspaper to the effect that he was selling three pairs of button boots to every pair of lace ones. This probably represents an extreme case, but, nevertheless, every retail dealer throughout the country knows that the button boot is to-day the one that is in demand in women's shoes. This popularity of the button pattern is accounted for by a demand on the part of woman for trim and graceful footwear to go with the short walking skirts of to-day. With the prevailing styles in women's skirts it is absolutely essential that footwear be of the very highest quality.

A Veteran of the Road

One of the old timers on the road is William C. Myers, better known to his confreres as "Billy." He has been selling shoes to retailers in various parts of Canada for close on to twenty years, and this fall made his first trip through to the Coast in the interest of the Rideau Shoe Company, of Montreal, with whom he has been for the past three years. He was greatly taken up with the prairie provinces, and is looking forward with keen pleasure to a return visit in the spring. His



first position was with James Linton & Co., of Montreal. He was later identified with the John McPherson Co., of Hamilton; James Robinson, of Montreal, and George A. Slater, Montreal, when he joined the sojourning staff of the Rideau Shoe Co. There are few in the commercial ranks to-day who have more friends among the trade or are as widely known as "Billy" Myers. He resides in Toronto, and is just recovering from a rather severe illness.

The Troubles of a Tanner

"Yes! we tanners have our troubles, although shoe manufacturers seem to think they are the only ones that suffer from trade turmoils," said an Ontario leather man the other day. "A manufacturer will often enter into a contract to take calf skin of a certain kind for six months or a year. Now, if the price per foot should later go up a couple of cents, he immediately notifies us that he will take the full supply contracted for and more too, if we can give it to him, but, if the price should drop a cent, we have to bear the loss. The manufacturer expects to get the benefit of any reduction and, although we could hold him to the terms of the agreement, what good would it avail? He would simply not give us any further business after his contract expired, and we have to relinquish

any profit that we would make and ship him the skins at the lessened quotation. So you see that there is very little advantage in a contract. If the price goes up the manufacturer will not pay any more, and if it goes down, why we simply have to climb down too, or we would not get any future business. There appears to be nothing gained by seeking to bind a man in the leather business. The shoe manufacturer wants the tanner to carry the stock and assume all the risk or loss in any event, contract or not."

Mr. Tebbutt Secures Another Patent

The Tebbutt Shoe and Leather Co. of Three Rivers, Que., are exceedingly busy at present, and are turning out now from 1,800 to 1,900 pairs daily. President J. T. Tebbutt of the company, has just received from the United States Government a patent on his celebrated Doctor's Antiseptic shoe. The patent bears the date of December 11th. The United States Patent Office is very particular and searches the whole world before granting any patent. The recent outcome of Mr. Tebbutt's application is therefore all the greater tribute to his invention, and makes two Canadian patents now held by him the more valuable.

Mr. Rousseau Leaves Hospital

Frank E. Rousseau, the traveler who lost one foot at the ankle and the other below the knee when alighting from a train at Blyth station on October 4th last, was removed from the Wingham hospital to the residence of his mother, 44 Sophia St., Hamilton, Ont., on Friday, Dec. 29th. He expects to leave for an American city in a few weeks to be fitted with cork limbs with which he hopes to be able to resume his territory on Western Ontario for the Relindo Shoe Co., Toronto. The fund which was presented to him through the travelers and others amounted to \$1,740. The checks reached Mr. Rousseau in the hospital at Wingham a day or two before Christmas. He was deeply touched by the generosity and sympathy of his friends. Checks for over \$1,500 were forwarded from Toronto by Charles J. Silver, one of the treasurers of the fund and the remaining sum was collected by John E. Swarts, proprietor of the Queen's Hotel, Wingham, and handed by him and W. J. Greer, shoe retailer of that town, to Mr. Rousseau.

Shoe Factory's Annual Fete

The annual banquet of the W. B. Hamilton Shoe Co., Toronto, was held at the National Club on Friday night, Dec. 29th. It was a jolly termination to a business meeting held in the afternoon. The slogan of the occasion was "Toot, Toot for the Model Shoe." The directors of the company, the traveling salesman, the office and order department and factory management were all represented around the festive board and the spread was an elaborate one. W. B. Hamilton ably presided and kept things moving. The speeches were bright and witty, and the apt quotations on the menu card were the cause of much merriment. Among those in attendance were: W. A. Hamilton, C. B. Hamilton, G. A. Secombe, W. A. Griffiths, W. T. Purvis, L. S. McKindsey, W. T. Hambrook, R. D. Hornibrook, E. McConachy, D. Henderson, W. A. Griffiths, B. McKellar, J. E. Firth, G. B. Campton, C. I. Silver, J. Huxley, L. S. McKindsey, C. H. Smith, R. Roach, B. A. Trites, W. H. Jardine, Geo. Nicholson, A. Hatt, W. J. Colson, I. Whitton.

He is Little, But Oh, My!



James C. Moynes lives in Belleville. He is not large in stature, but he is a bundle of energy and activity. It keeps the ordinary salesman hustling not to let him out of sight. He covers the territory rapidly but thoroughly. He

is in his twenty-fifth year of service for the James McCready Co. of Montreal (now the Ames, Holden, McCready, Limited). He says there are "no better people on earth to work for," and he ought to know after nearly a quarter-century of insight. Mr. Moynes has been on the road forty-one years. He took his first position in Montreal with a dry goods house in 1870, with whom he spent two years. He left the metropolis with his first samples in May of that year. In January, 1872, he engaged with the old shoe firm of Moseley & Whitham, with whom he was for some three or four years. He was with some other footwear houses for a few years, among them being Pinkerton & Turner, with whom he labored for seven years before becoming identified with the McCready staff in November, 1887. Mr. Moynes is genial and warm-hearted, a live salesman and a true friend.

Lessons From the Holiday Trade

In one way it is fortunate that the Christmas rush comes so close to the first of the year, as a shoe merchant has an opportunity to size up the weaknesses of his cash and book-keeping systems in time to make a change at the first of the year. A system that won't stand up under the Christmas rush is no use to the merchant, and right now is a splendid time to figure whether you got all the money that came into your store, not only during the Christmas trade, but all through the year. You are now making up your inventories and you will soon see whether you have a profit or whether the balance is on the wrong side of the ledger. There is no better time than now to consider the advantages of the National Cash Register system as a perfect automatic check on all transactions where money is involved in your business. You know that losses come through carelessness though your clerks are not always to blame for this. If you possessed a machine, like the National Cash Register, which would be no trouble for them to use, and which would make a record of everything they do with your money, you will find you will get every cent of profit that your business has earned for you. There is a National Cash Register built for every business. There are registers which will take care of the totals of each clerk or of separate departments, referring to cash sales, money received on account, money paid out and credit sales. For particulars of the National Cash Register which will suit your business, send a post card to the National Cash Register Co., 285 Yonge St., Toronto, Ont.

Fire Will Not Delay Orders

Fire broke out early on Saturday morning in Tetrault Shoe Company's factory, Montreal. The damage was confined chiefly to the making-room. Mr. N. Tetrault states that by rushing work on orders day and night, they do not expect to be over three weeks behind in spring deliveries, perhaps less.

The firm have an extensive supply of new

lasts and the employes have offered to work night and day. The loss is estimated at about \$35,000, which is fully protected by insurance.

Next to the Tetrault factory is the reformatory, controlled by the Fathers of Charity, and for a time there was much excitement among the boys confined in the building. The shoe company is owned by the Fathers of Charity, and many of the boys in the school work in the factory. The firemen had great difficulty in forcing their way into the burning building, because of the heavy iron bars placed on the windows to prevent the boys escaping. Had the lads been at work in the factory it seems certain that there would have been some loss of life.

May Investigate Factories

The proposal of the New England manufacturers to raise the prices all round on the first of March has been met by the threat of the United States Government to investigate the shoe factories of the country if the proposal is carried into effect. Consequently they will think it over again. In the meantime, anyone who can get a pair or two of shoes ahead might be wise to do so.

Tanners Talk of Higher Prices

The tanners' section of the Toronto Board of Trade held their annual meeting and election of officers a few days ago. The business proceedings were followed by a dinner at the National Club.

J. J. Lamb of the Omecce tannery, who is the retiring chairman, presided. He took occasion to review conditions during the past year, and intimated that owing to the stiff price of hides, advanced quotations in leather would be in order during the coming year. He remarked that with hides three or four cents a pound higher than at this time last year, and with a shortage in the slaughter of 425,000, fewer cattle throughout the continent than in 1910, the outlook of the tanning business was not any too reassuring for Canadian tanners. The following officers were elected:

Chairman—F. G. Clarke, Toronto.
Vice-Chairman—J. Sinclair, Barrie.
Secretary—F. G. Morley, Toronto.
Representative to Board of Trade Council—Alfred O. Beardmore, Toronto.

The following were elected to serve on the executive, legislation, and transportation committees:—J. C. Breithaupt, Berlin; C. G. Marlatt, Oakville; A. O. Beardmore, Toronto; S. R. Wickett, Toronto; G. P. Beal, Toronto; C. King, Whitby; Geo. C. H. Lang, Berlin; A. R. Clark, Toronto; J. J. Lamb, Omecce; George McQuay, Owen Sound; E. J. Davis, Newmarket; H. B. Johnston, Toronto; R. M. Beal, Lindsay; and S. Morley Wickett, Toronto.

Recent Trade Inventions

The following information has been specially compiled for the SHOE AND LEATHER JOURNAL, by Mr. G. Hughes, R.P.A., editor of *British Machinist and Patents*, 55-56 Chancery Lane, London, England:

18309—Cleaning Boots. T. M. Ellis, London.—The stock of a brush in a boot-cleaning or like outfit is made of a single piece of sheet metal, perforated to receive the tufts, and having the edges turned up to form finger grooves and turned over at the top to co-operate with the finger grooves in receiving the base of the pad. The tin of paste may be inserted against various stops and be clipped between the base of the pad and a plate, or between the

inturned edges of the stock. A sheath as described in Specification No. 17583, 1908, may engage the finger grooves. The tufts are fixed by ordinary wiring in the short ferrules or the ferrules may have their ends partly closed. The cavity may hold boxes or other articles, and where no pad is required a wooden back or a mirror, or a brush detachable and reversible, so that the bristles may project either outwards or inwards, may be substituted.

18425—Boots, etc. W. E. Farr, London.—Ventilating. A sliding shutter ventilator is inserted in the upper, preferably on each side, near the waist.

18430—Shoe Brushes. A. Jones, London.—A shoe cleaning brush consists of three detachable parts with hard bristles, for shining, and with soft bristles for blacking, the parts being connected by double-pointed screws. An iron or wood scraper perforated for suspending, is attached. A leather, cloth, or wool pad of similar shape may be provided to be substituted for the bristles.

18520—Boots. Stiffeners. A. Wilson, H. Noble and J. Brook, Leeds.—Counter stiffeners are made in two parts, of sheet tin, aluminum, alloy, celluloid, or other resilient material, the two parts, which are shaped to the contour of the counter and the heel of the insole respectively, being united at their edges by a folded joint or by soldering, brazing, etc. One part of the finished counter is formed from a blank by first curling over the flanges and then bending it to the shape of the counter. The other part is formed from the blank by turning up the flange. The two parts are connected by engaging the flanges, and then folding and pressing to form the joint. The blanks have parts cut away to prevent puckering, etc., at the joint. The stiffener may be covered with leather or the like, or may be enameled, painted, etc., and may be secured in position in the boot or shoe by pins or rivets driven through the holes in the leather.

An Enthusiastic Road Man



Ed. E. McIntyre is a Perth County boy, and gained his first experience in the shoe line in a retail store in Owen Sound. He came to Toronto and served for a period. Then he journeyed across the line and for several years sold American shoes in retail shops, having been employed in leading establishments in New York, Rochester and Cleveland. Returning to Canada he secured an engagement on the road with the Victoria Shoe, Toronto. The next five years he spent with the Minister, Myles Shoe Co., and was a most successful salesman. For the last three years he has been with the Brandon Shoe Co. of Brantford, and looks after Eastern and part of Northern Ontario and Montreal city. He is of a quiet, even-going disposition and his last trip with spring samples, which he closed a few days before the holidays, was the largest in volume that he has ever had. He has the faculty of gaining the confidence and esteem of all his customers, and numbers scores of retailers among his friends. Mr. McIntyre resides in Toronto. He likes traveling, and obtains enjoyment from his work. He is a close student of shapes, styles, buying tendencies, and the goods which people demand. "Ed." formerly wore a moustache, but he and it dissolved partnership some time ago.

CALGARY WANTS SHOE FACTORY

Will Grant Tax Exemption and Big Wholesale House Will Take \$150,000 Worth of Product the First Year—Labor and Leather Supply Ready

Calgary, Alta., Dec. 27.—This city took a step in the direction of industrial expansion the other day which has set a pace for all cities on the American continent. Fifty business men put aside their correspondence and other duties for a day and a half and engaged in a canvass of the city to raise \$100,000 as a campaign fund for the securing of industries for the city. Within thirty hours of the time the canvass was inaugurated, the fund was over-subscribed, three hundred and thirty business men contributing the amount which will be utilized by the Calgary Industrial and Development Bureau, during the next three years, in attracting industries for which special opportunities are offered by that city.

Should Go to Canadian Makers

One of the industries which Calgary is much in need of is a modern shoe factory. The growth of the shoe trade in Western Canada, in recent years, has been remarkable, and would seem to warrant the establishment of such a factory in that portion of the Dominion. In the Calgary district alone the shoe trade exceeds \$4,000,000 per year. In the country districts 90 per cent. of this trade is in Canadian shoes, while in the cities the percentage is 75 per cent. Canadian against 25 per cent. of American manufacture.

To a manufacturer establishing in Calgary or some other western point, the greatest asset would be the fact that he could supply the trade promptly on receipt of orders. At the present time the shoe manufacturers of the East are so far away from the consumer that the Western merchant must count on a month's delay in the transit of shoes from the East. The manufacturer locating in the West would be able to give the merchant his goods when wanted, and save him a month's delay before the same goods could be brought in from eastern centres.

A manufacturer locating in Calgary would also be able to effect a saving equal to 10 per cent. on staple shoes and 6 per cent. all around, by escaping the lake and railway rates of \$2.00 per hundred carload, or \$2.94 per hundred, less than carload.

Tanneries Springing Up

With tanneries springing up throughout the West, the problem of securing an adequate supply of shoe leather is solved. Calgary being the centre of the western cattle market, cheaper leather should be obtainable there than in the East. It is well known that the bulk of the hides used in the manufacture of leather in the eastern cities is taken from the Alberta ranges. These hides are shipped east in the raw condition, there manufactured into leather, and shipped back to Western Canada, where one of the principal markets for leather is to be found. As tanneries become established in the West, it is safe to predict that, in the near future, the hides from the western ranges will cease to go east, as more and more of the leather used in the West is manufactured there.

The labor problem is not so serious as most shoe manufacturers imagine. An eastern manufacturer who was in Calgary a few days ago, decided to ascertain for himself whether it would be possible to secure locally one hundred men with experi-

ence in the operation of modern shoe machinery. By the insertion of a small "want" ad. in a Calgary newspaper, for one issue, he secured 46 replies from men in Calgary who were skilled mechanics in this line, many of them having previously been connected with large shoe manufacturers in the British Isles.

Assured of Profitable Trade

As an evidence of the fact that a manufacturer establishing in Calgary may be assured of a profitable trade, one leading wholesale shoe house in this city is prepared to take \$150,000 worth of the product of a shoe factory during the first year of its operation, and to increase its orders materially in the years following, if the product of the factory is satisfactory.

With a view of inducing shoe manufacturers to locate in Calgary, the city offers to grant exemption from taxation until 1918, upon factory plant and buildings, to any firm employing twenty-five hands or over. Power, light and water, also a factory site with trackage facilities, will be sold at cost by the city. The city has over one hundred and sixty acres set aside for industrial sites. All are splendidly located, and have every facility for shipping. Accommodation is also provided for the employees in factories by the extension of the street railway to the factory sites. Altogether, Calgary has made the way easy for the manufacturer to enter that city. Not only does it offer him good inducements, but guarantees him fair treatment after he locates.

Mr. Andrew Miller, Industrial Commissioner of Calgary, would be very glad to hear from any shoe manufacturer who may be interested in the opportunities which present themselves.

Steady Markets in Hides

In the annual financial survey of the Toronto Globe issued this week, W. D. Beardmore of the Beardmore Co., Toronto, ably reviews the hide and leather situation in Canada for the year 1911. His remarks, which are timely and comprehensive, will be read with interest.

"With regard to Chicago packer hides, heavy natives in January, 1911, ranged at from 12½c to 13½c. In February, March and April the same hides stood at from 12½c to 13c. In May there was an advance, and by the end of the month they sold at 15c. In June these same hides stood at 16c, in July at 16½c. In August there was a slight decline, and they sold as low as 15½c, though the month closed with sales at 16½c. In September, October and November, prices ranged from 16c to 16¾c, and in December November hides sold as high as 17c. This month, December, prices have eased fractionally, though December hides have not sold less than 16c, and some have sold at 16½c.

"The year opened with heavy Texas selling at 12½c. There was a gradual advance up to the end of May, when they sold as high as 15½c. The end of June they sold at 16c, and the end of July there was a decline; in August they sold as low as 15c, in November they sold at 15¾c, and the year closes with Texas hides at 14¾c, the quality, however, having very much declined, and if quality and condition are taken into consideration packer hides, both natives and Texas, are selling in December at about the highest point of the year.

"The new season at the River Plate opened in July, with prices which varied very little from those of 1910, and the course of the market ever since has been very

steady. This has been practically the course of the market for dry hides all over the world, in South Africa, China, Brazil and other places, and the close of the year sees dry hides ranging slightly higher than they were in 1910, say, from ½c to 1c per pound.

"In the United States during the year 1911 business in most kinds of leather has been very dull and disappointing, and in that country prices have in many cases shown a serious loss to the tanner. At the close of the year, however, there has been a very great improvement, and a very considerable advance has been established in nearly all kinds of leather, leaving things on a much more satisfactory basis.

"In Canada during the last year business has been generally very active, and the leather trade has participated in the general activity. While profits have been cut very fine, the tanner has received in most cases a small return over the cost of production. Trade has been healthy, and there have been very few failures.

"The shoe business was somewhat disappointing during the early part of the year, but in the later months it has very much improved, and the year closes with considerable activity."

SHOE MACHINERY INVESTIGATION

Summary of What Footwear Manufacturers Have to Say Before the Board—Sittings Held in Montreal, Quebec and Levis—Will Be Resumed this Week

The Judicial Commission appointed by the Dominion Government at the request of several shoe manufacturers of Quebec, who complained of the mode of operation of the United Shoe Machinery Company of Canada, have been holding sittings in Montreal and Quebec.

The Commission is presided over by Mr. Justice Laurendeau, representing the government, with W. J. White, K.C., for the company, and J. C. Walsh for the manufacturers and the consumers.

H. G. Dunham, secretary-treasurer of the United Shoe Machinery Company of Canada, and secretary of the United Shoe Company, the American concern, was the first witness heard, his testimony bearing on the relations existing between the American and the Canadian concerns, as well as the nature of the contracts entered into by the company with merchants making use of its machines.

Were Not Sold Outright

Mr. Dunham, secretary of the company, volunteered the information that most of the company's machines were not sold, but leased to manufacturers, the rent being paid as a royalty on every pair of shoes passed through the machine. He declared that certain machines were never sold outright. Other machines were sold or rented with the understanding that they could be employed only in connection with other machines supplied by the United Shoe Machinery. For instance, a welter was sold or rented with the restriction that none of the shoes welted by it could have a stitch or seam from a machine of another manufacturer. That policy was dictated by the interests of the trade, in order to protect the smaller manufacturer against the larger one. Mr. Dunham produced blank copies of leases for each kind of machine as supplied by the company.

A. Falconer, K.C., counsel for petitioners, expressed some doubt at the contention of the company's officials that machines manufactured by the firm required an out-

fit of tools worth \$60,000. F. W. Knowlton, general manager, who was on the stand for several days, was requested to file a list of the tools forming the outfit, with the price of each.

Connections of the Canadian firm with the American firm were also probed, Mr. Knowlton, acknowledging that the American house was creditor of the Canadian house, but he did not admit that the United Shoe Machinery Company of Canada was merely a branch of the firm of the same name in the United States, though indebted to the latter by \$297,000.

Mr. Knowlton declared that practically every shoe manufacturer in Canada had an open account with his company.

Machines Were Left Idle

General Manager Knowlton said that in Canada the machinery was coming from Boston, or at least parts of the machinery were coming to the Dominion in pieces that were assembled in the local plants of the company. A story of the company's difficulties with Quebec manufacturers was entered into, Mr. Knowlton telling about Brunet, Lachance & Tanguay, who, having attempted to purchase machinery other than that supplied by the United Shoe Machinery Co., were compelled to pay a royalty on the company's machines, which were left idle, the company having refused to remove them when first requested. As a rule the company bought the machinery from its rivals at about 10 per cent. of the original price, and sent it out for scrap. Mr. Knowlton was on the stand for seven sessions of the commission, and in his concluding evidence said: The company had offices in Montreal, Quebec, Toronto, Winnipeg and Vancouver, which were the headquarters for the salesmen and the mechanics used for the inspection and the repairs of leased machines. Most of the supplies were shipped from Montreal, but in some cases they were shipped directly from the United States. The road men of the company had to see if the machines were kept busy, and in good repair; they had also to report when other machinery was used.

In 1899, the United Shoe Machinery Company assumed control of the Goodyear Shoe Machinery Co., and continued the business under its charter, and amalgamated other concerns.

The number of employes was then fifty; it has now over three hundred in Canada, the increases being due to the development of the shoe manufacturing industry, and the development of the machinery industry, which had the effect of curtailing the importation.

Mr. Caron on the Stand

At sittings of the commission in Quebec and Levis, the first witness heard was Ernest Caron, general manager of the Canadian General Shoe Machinery Co.

This company, which has a capital of \$500,000, and which has spent \$200,000 for its plant, has been manufacturing shoe machinery for the last eleven years, and has sold its machinery to Canadian manufacturers, and even in England and Germany, since 1908. Mr. Caron has been unable to sell any more of its machinery on account of the contracts imposed upon manufacturers by the United Shoe Machinery Company, which obliges them to use exclusively the machinery made by the alleged trust. The witness declared that the sale of his machines was blocked by the actions taken by the United Shoe Machinery Company for breaches of contract against manufac-

turers using them. Only two factories in Quebec and one in Montreal now use them.

A discussion took place between counsel as to the introduction of petitions from the Quebec shoe manufacturers, one of which John Ritchie had signed, and another which he stated he could not sign, because of the "tying" clauses. He was satisfied with the company outside of the obnoxious clauses. He said he had signed because of the communication from the company that its representatives were willing to meet the manufacturers and endeavor to remedy any objectionable sections. The petition asking for delay in the investigation had, to the best of his belief, been sent direct to the minister at Ottawa. While he agreed that the leasing system enabled a man to start with little capital, the trade of the country was limited, and somebody must pay for it in the end.

No Attempt at a Merger

There has never been any attempt at a monopoly or merger of the shoe trade in Quebec, said Mr. Ritchie, nor had there been any attempt to limit the output.

Mr. Ritchie stated that he employed 350 hands. As a result of improved machinery he now employed less hands than formerly. Mr. Ritchie stated that on certain auxiliary machines there was no royalty or premium. The witness added that he had never examined Mr. Caron's machines closely because he was unable to buy them. Mr. Ritchie said he would not object to a merger in certain groups of shoe factories, but not of the whole trade. There are about 21 shoe factories in Quebec. Mr. Ritchie said he was satisfied with the service which he received, but objected to the "tying" clause and the length of lease.

The Prices are Fixed

In answer to Mr. Walsh, Mr. Ritchie said there was practically no choice to-day. Prices were fixed by the United States Company. The only reason why he could not take any other machine into the factory was because of the leasing clauses.

Mr. Ritchie added that considering the company was a monopoly, the royalty charges he thought were fair. If the "tying" clause was out, competition would bring about the desired result. The royalty on the Goodyear main machine was 5½c on \$2.50 boot, which the witness thought was too much. Mr. Ritchie said that while the cost of labor and material had increased, the royalties on machines had not done so. The leased machines were the most important ones in his factory.

Cleophas Blouin, in his evidence, stated that he had conducted a shoe factory in Levis for ten years. He had given evidence in the case of Brunet & Company against the United Shoe Machinery Company. He did not, however, remember just what evidence he had given and referred the commissioners to the printed testimony officer.

Must Instal Entire Outfit

Thos. Duchaine gave evidence to the effect that he had used Caron machines in his factory for two years. There were certain machines which were not satisfactory, and, applying to the United Shoe Company for machines which he needed, he was refused unless he installed the United Shoe Company's machinery entirely. This he did, and sold the Caron machines to the United Shoe Company. Mr. Duchaine stated that if the "tying" clause was cut out of the lease of the United Shoe machines they could use others. He stated that the thread used in the manu-

facture of shoes turned out in his factory had to be purchased from the United Shoe Company, and the cost was twelve cents more than charged ordinarily. Witness stated that it cost him one-half cent more a pair for shoes manufactured by United Shoe Company machines.

Served With An Injunction

Prior to 1905, when the firm was dissolved, Mr. T. Lachance, formerly of Brunet, Lachance & Tanguay, testified they had used other machines than those of the United Shoe Machinery Company. These other machines were manufactured by Mr. Caron. The company was served with an injunction restraining them from using other machines than those of the United Shoe Machinery Company's make. Litigation followed this, and finally the case went to the Privy Council, which sustained the United Shoe Company in their contracts. Following this judgment, Mr. Brunet continued the business, and the witness and Mr. Tanguay formed a new partnership. They installed United Shoe Company machinery. He had found the machines satisfactory, and thought that the lease system was advantageous to the small manufacturer.

Mr. Muir Gives Facts

James Muir of the James Muir Co., said he had been connected with the shoe business for fifty years. He had heard that shoe-making machines could be procured elsewhere, but he had never endeavored to get them. He understood that some of these machines were made in England and some by the Canadian Shoe Machinery Co. Asked when the United Shoe Machinery Co. commenced business in Canada, Mr. Muir replied that it was about ten years ago. Prior to that the Goodyear Co. existed. The witness was interrogated in regard to certain machinery, and where they came from prior to the formation of the United Shoe Company.

In reply to Mr. Falconer, Mr. Muir stated that he had never been approached by any party with a view to purchasing machines, and even if he had been so approached it was a question whether he would buy machines. Concerning the leases signed with the United Shoe Company, Mr. Muir stated that they had never troubled him. He had never experienced any bother, declaring that he was as well off with the lease of the United Shoe Company, Mr. Muir was asked if he wished to purchase a machine from another producer would his lease with the United Shoe Co. prevent him from doing so, to which query he replied that he had no fear of trouble if he got another machine. He did not think the company would take him by the throat if he introduced a competing machine in his factory, judging from the manner in which his firm had been treated by the company. Mr. Falconer asked witness if he had heard what had happened to some manufacturers who introduced competing machines in their factories. Mr. Muir replied that he did not personally know what occurred. He never had any hesitation in signing the lease with the United Shoe Co., though at the time he might have thought that some of the clauses might be modified.

In reply to Mr. Falconer, Mr. Muir stated that he was as well off with the lease of the machines as if he owned them.

Adjourned Over the Holidays

The commission adjourned for the holidays, and resumed hearing further evidence this week in Montreal and Quebec.

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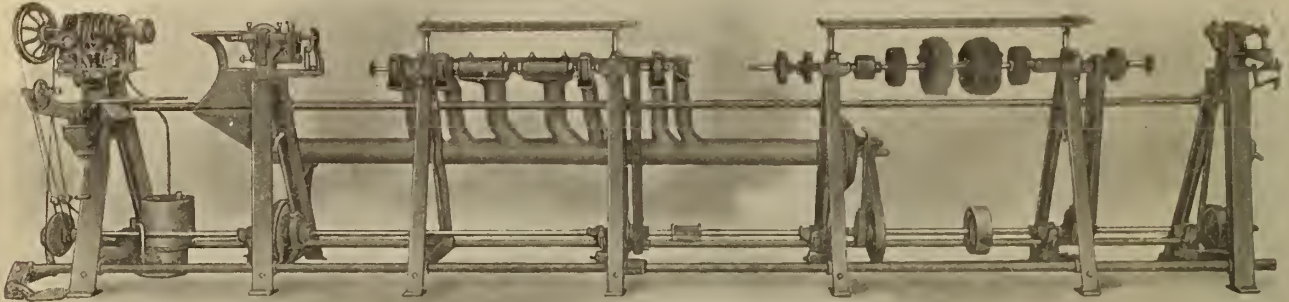
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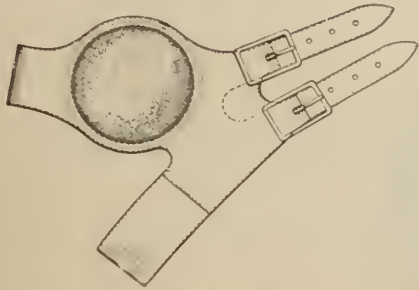
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“Endural” is made in two colors, No. 22 and No. 44, and in four weights, for men’s and women’s shoes. Send to-day for your samples.

DAVIS LEATHER CO. LIMITED
NEWMARKET, ONT.

1912

AMES HOLDEN

1912

THE TEST OF POPULARITY IS QUALITY AND VALUE

As found in the AMES-HOLDEN Shoe

That our customers realize this fact is proved by the great increase in the volume of orders for Spring delivery.



AMES-HOLDEN

The smartest range of footwear ever offered in Canada.

See our 1912 Spring Samples and **Be Convinced.**
Order EARLY to ensure prompt shipments.
Large stocks for sorting carried at our Branches:
ST. JOHN, TORONTO, WINNIPEG,
EDMONTON, CALGARY, VANCOUVER

AMES HOLDEN McCREADY, LIMITED

MONTREAL

P. S. DO NOT BUY FELTS OR RUBBERS FOR NEXT FALL
until you see our proposition.

KIMMEL FELTS, The best ever made.
GRANBY RUBBERS MAPLE LEAF RUBBERS
DOMINION RUBBERS ANCHOR RUBBERS

Linton's New Winnipeg Branch Now Open

Located in

The Winnipeg Rubber Co's Building

This means better service than ever before to the Western Canada shoe retailer. In our new branch we will carry a complete stock of MEN'S AND BOYS' GOODYEAR WELTS; also a full line of the celebrated SNAG-PROOF OVERALLS—without an equal in their field.

Our Travelers Are Now Out

Showing a complete range of samples of Felt Goods, including Slippers, Socks, Mitts and Gloves for every use. Every line suitable for Fall and Winter trade is represented.

Don't place an order for any of these lines before our traveler calls on you.

A card will bring full information by return mail. **Write it now.**

JAS. LINTON & COMPANY

Factory and Head Office:
MONTREAL

Branch Warehouse:
WINNIPEG

THE
IMPERIAL
SHOE

THE
BEAVER BRAND
SHOE

WINTER

SORTING

BIG
RANGE

QUICK
SHIPMENT



KANT KRACK
RUBBERS

ELMIRA
FELTS

TRICKETT'S
SLIPPERS

MOOSE
MOCCASINS

Your orders for all kinds of Winter Footwear, we can fill quickly and satisfactorily.

And that is the way you will want such orders filled, for although the Winter has been backward in most localities, it is now upon us in full force.

This means a big demand for Stylish Heavy Footwear, Wear-resisting Heavy Boots, Rubbers, Felts, Slippers, Moccasins, Larrigans, Lumbermen's Knit Sox, etc. We have 'em all and the best kind too. Just send along the orders, we'll look after you alright.

McLAREN & DALLAS

WHOLESALE DISTRIBUTERS

BOOTS - SHOES - RUBBERS

30 FRONT STREET WEST - - - TORONTO, ONT.

THE MAPLE
LEAF BRAND
HEAVY
LEATHER
SHOES

THE
LITTLE
CANADIAN
SHOE



No. 353—Mohair Plush and Cord Trimmed in Colors to match Felt, Flexible Leather Sole and Heel, Natural Finish Bottom. Colors, Grey, Green, Brown and Cherry,



No. 301—Mohair Plush Trimming, Flexible Leather Sole and Heel. Colors, Brown, Red and Black.
No. 401—Same as No. 301, but in Misses'.

1912 SEASON SAMPLES



No. 312—Mohair Plush Trimmed, Elastic Sides, Flexible Leather Sole and Heel. Color, Black only.

Are now being shown by our salesmen, and the best advice we can give to every shoe merchant is "BUY ELMIRAS."

For we know and believe practically every retailer is aware of the enviable reputation borne by "Elmira Felt Footwear." And then there is the range of styles—everything—from the heavy cold proof staples to the finest there is in Romeos and Juliets. And for every member of the family too.



No. 305—Mohair Plush Trimmed, Flexible Leather Sole and Heel. Color, Black only.

Another thing: the coldest of the winter months are right at hand and you will likely be wanting some felts—quick. So bear in mind, we have in stock for quick shipment, the principal lines catalogued, and can fill your order immediately upon its receipt.



No. 38—Felt Whole Foxed, Dongola Wing Foxing and Toe Caps, Dongola Facings and Back Straps, Felt Sole and Heel. A neat, well made and good wearing shoe.

McLAREN AND DALLAS

WHOLESALE DISTRIBUTORS

Boots, Shoes, Rubbers

30 FRONT ST., WEST

Toronto - Canada



No. 320—Vamp lined, Leather Facings and Straps, Felt Sole and Heel.
No. 420—Misses' Felt Bal., same as No. 320-

Macfarlane Shoes

— FOR —

Children

URNS

WELTS

Considering the style and durability of Macfarlane Shoes, they are the cheapest and most satisfactory on the market.

THREE SNAPPY STYLES



1104—College Girls' Pat. Whole Fox Butt., dull calf top, plain toe, medium heel, widths B to E, \$2.50



53—College Girls' Pat. This strap Pump "will not slip on the heel nor gap at the sides." B to E, \$2.25



1164—College Girls' Dong. Butt., whole foxed pat. tip, low heel, B to E, - - - - - \$2.25

Considering our carrying a full stock of all the staple lines, they are the most profitable you can handle.

The Macfarlane Shoe Co. Limited

Help me to buy more and I'll help you to better prices

The jobber who buys in big lots *gets* the low price.

And the jobber who *continually* buys in big lots can afford to *give* the low price.

That's where my *continual* buying in large lots helps you.

I get the low price because I buy in large consignments. You get the low price because you buy from me.

The greater the quantity of goods I buy the better the price I get. And this is where you can help yourself.

The more you buy of me the more I will need to buy and the better price I'll get—and the better price you'll get in consequence.

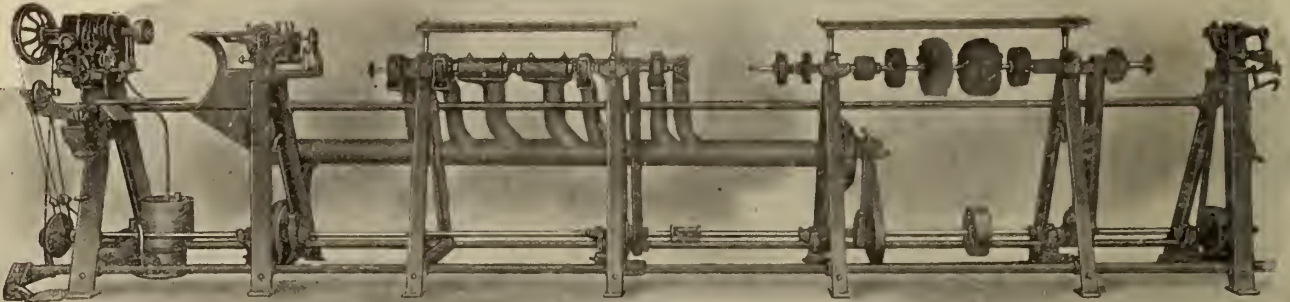
That's co-operation of the most effective sort.

Help it along.

JAMES ROBINSON

182-186 MCGILL ST., MONTREAL

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

Full information furnished promptly on request.

UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC



“THE NEW TIN”

The same Quality

Double the Size

The same Price.

Get it from any Wholesaler.



The Great Demand for “Great West” Felts

during the past season was due to the high grade, classy styles and good-fitting qualities.

The consumers appreciated the advanced and improved features of “GREAT WEST” FELTS, and you, Mr. Merchant, found the demand an ever increasing one.

“Better be sure than sorry.” Order early, and in sufficient quantities, to protect your trade, and to assure prompt delivery through your jobber. Our record of **prompt delivery** last season demonstrated that our business—from factory at Elmira to selling force in the field—is thoroughly organized. “GREAT WEST” FELTS were fully up to sample—we made good our claims—we delivered the goods.

To meet the increased demand for “GREAT WEST” FELTS we have provided extra facilities, and will take care of your orders.

Deliveries promptly made (through your jobbers). The “GREAT WEST” Brand—the stamp of quality—is stamped on every “GREAT WEST” shoe.

If your regular jobber cannot supply “GREAT WEST” felts, we can tell you where your order will be filled.

Positively not in any trust or combine.

The Great West Felt Co. Limited
ELMIRA, ONTARIO

Two Seasonable Sellers



The Professor Gold Cross Shoe is a shoe for tender feet. It is made from the softest kid, which yields readily with every movement of the foot. Its medicated cushion-etted innersole gives a soft and easy tread and insures comfortable feet at all times.

*THE
Professor*

+
PAT. NO. 119409
GOLD CROSS
SHOE



The Doctors Anti-Septic Shoe is an A-1 winter shoe. Thoroughly waterproofed both in soles and uppers and with its three soles that keep out the cold it makes an ideal shoe for cold or sloppy weather.

Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO

THE TEBBUTT SHOE & LEATHER CO.
THREE RIVERS, QUEBEC
LIMITED

RIGG & COMPANY LIMITED

32 CHURCH
STREET

SHOE FINDINGS

TORONTO
CANADA

CANADIAN AGENTS FOR

“CARR’S POLISHES” and “REVOLITE” JUMBO RUBBER HEELS

“BLACKIT”
AND
“BROWINIT”



“BRIGHTEST”
AND
“BEST”



It is surprising the weight a tin of shoe polish carries with the average consumer. A good thing to bear in mind is the fact that every tin you sell may be the means of procuring for you a larger sale and a permanent patron or it might spoil a sale or drive a customer away.

To be sure of the customer, make sure of the quality. Carr's Polishes contain the essential quality—the best—and yield a nice profit too.

Ask us about our Polishing Outfits. There are none to compare with them.

Manufactured by CARR & SON, London, Eng.
Makers of the most complete line of Shoe Polishes since 1837.

RUBBER

MADE IN
THIRTEEN SIZES



HEELS

A HEEL TO FIT
ANY STYLE SHOE



RUBBER HEELS may not comprise a large branch of your business, but just the same they figure in the grand total at the end of the year. And that grand total may be considerably affected if the quality of the rubber heels you sell, is not of the best.

“Revolite Jumbo” are of a character to secure your interest if your store has a reputation for quality goods. When in need of rubber heels, for your own best interests, send us the order.



WARM FELT FOOTWEAR
THE FIRST AND BEST KNOWN
 BRAND OF FELT FOOTWEAR
 MADE IN CANADA

— — — — —

Our *New Range of Samples* now being shown to the Retail Trade is the finest they have ever seen.

— — — — —

Berlin Warm Felt Footwear is made for the best Retail Shoe Stores in Canada.

Sold Exclusively by

Canadian Consolidated Rubber Co.
 Limited

BRANCHES:—



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



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.

The United Shoe Machinery Co. of Canada

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

A Volume of the World's Winning Retail Ads.

THE ADVERTISER'S CYCLOPEDIA OF SELLING PHRASES

The ads. which have brought in the biggest returns, sold the most goods, opened up new business in every line of trade, giving every sort of sale in every season, together with the novel advertising ideas that have been proven winners.

This one great volume—1,360 pages—about the size of a Webster's Dictionary, is filled from cover to cover with ads. that were written by men who are still getting the biggest results to-day—the ads. that built up the gigantic retail stores of America—the ads. that have made other men's fortunes and can make yours.

Original "Brains" Edition

\$ 3

DOWN

"BRAINS," the National and International Weekly for retail advertisers, bankers and other advertisers, originally prepared this collection of winning advertisements and "BRAINS" Corporation is the sole owner of the plates. This is, therefore, the only authentic and complete edition. Handsomely bound in red leather.

Send \$3 with this coupon and receive this volume of the World's Winning Sales Advertisements, a Gold Miner of Business Getting Ideas, the Advertiser's Cyclopedic—1,360 pages—size 10 x 6 inches, about the size of Webster's Dictionary—express prepaid. Send \$2 per month for four months after—that's scarcely 35 cents a week—you will in addition receive

"BRAINS" THE ONLY WEEKLY FOR RETAIL ADVERTISERS

which will come to you every week for two years—104 copies—each containing more of the world's winning advertisements. Send only \$3 with coupon.

BRAINS CORPORATION,
SCRANTON, PA.

For \$3 enclosed, send me the volume of the World's Winning Sales Advertisements—The Advertiser's Cyclopedic of selling phrases=1,360 pages—bound in red leather, together with "Brains" for Two Years. I will send \$2.00 each month for the next four months or \$11.00 in all.

Canada same terms. Foreign \$12—\$6 down.

Name

Address

City and State

Business

Your Customer Must Profit Also

Your customer buys for profit the same as you do. And like you if he doesn't secure that profit he buys elsewhere next time. Your profit is in money, your customer's in value—that's the only difference.

"up to you" to will give you a and your custo-

profit. It's easy enough to do. Just buy Surpass Shoes. They'll satisfy both you and your customer. Try it.



So you see its buy shoes that monetary profit mer a value

The Louis Gauthier Co., Limited, Quebec



The Williams factory turns out nothing but work shoes. That's one reason why

WILLIAMS FLAME-PROOF MOLDER'S SHOE

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

Write to-day and get our price list.

THE CLARK SHOE COMPANY
BRANTFORD, ONT.

CANADIAN SELLING AGENTS
ARTHUR A. WILLIAMS SHOE COMPANY
HOLLISTON, MASS.

SHOE PATTERNS

Mr. L. C. Jones is now the sole proprietor of the Gray Pattern Company business.

He wishes to assure manufacturers that the company will continue to supply a good shoe pattern service, accurate grading, style and fit and quick service.

The only Reed power cutting grading machine in Canada.

Send a trial order.

GRAY PATTERN CO.

L. C. JONES, Proprietor

254 Lemoine St. - MONTREAL

Walpole

Anybody can cut the price, but it takes brains to make a better article.

—Apologies to Alice Hubbard

Walpole Process is a “Better Article”

We are prepared to coat your gem duck in a manner satisfactory to you. Please note this statement.

Re-covering and repairing crippled gems is an expense that you will not have if you use WALPOLE coated duck (pat. applied for).

We can also show you a more economical way of cutting the duck than that in general use, and can furnish complete outfit on short notice.

Let us quote you on :

DRYFOOT CORK SOLES. DRYFOOT WELTING, M.C. BACKING CLOTH, all weights. BOX TOES—COMBINATION, with Waterproof Centre (pat. app.) ; where this box is used fancy tips will not be stained by box toe gum. BOX TOE SHELLAC, No. 34, for Welt Shoes. BOX TOE SHELLAC, No. 36, for McKay Shoes. PATENT LEATHER SOFTENER, No. 37. PATENT LEATHER CLEANER, No. 36 (spirit). PATENT LEATHER CLEANER, No. 41. RUSSET LEATHER CLEANER, No. 39. WALPOLE LIQUID GLUE. WALPOLE INSOLE PROOFING.

WALPOLE RUBBER CO. LIMITED
MONTREAL



THE
Smardon
TRADE MARK
SHOE

“Models of propriety
that are imitated
but never equalled.”

SMARDON SHOE CO.
533-535 VISITATION STREET
MONTREAL



Women's White Nubuck, 16 Butt. Welt

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

Choose the Leather



If you know that Dongola shoes of a certain brand look well and wear well you'll surely buy that brand.

Why shouldn't it be the same with leathers ?

If you know that Dongola shoes, made from Maple Leaf Glazed Kid finish up better and wear longer why don't you see that you get this leather in your Dongola shoes ?

If you don't know how good Maple Leaf leathers are, just put in a stock of shoes made from them and watch results.

You'll find out — and then you'll always specify Maple Leaf Leather.

Lucien Borne, Quebec

Western Agents

**MALLETTE & ROY, 225 Lemoine St.
Montreal**

Just the Shoe
For Your Young
Misses' Trade.



Half High-Cut
Button
Mackay Sewn.

SAMPLE
No. 1022

We Are Making a Record by Our Young Misses' Shoes

The above shoe is just one sample of the many lines of shoes carried by us for the young people's trade.

It is made in all leathers. The sole is sewn by the "right channel" process, which does away with worn threads after a few days' wear—a strong talking point.

For Misses', Infants', Boys' and Women's Mackays. Write us early. Our lines are sure sellers.

**STAR SHOE, Limited
Montreal**

Sample Room, La Patrie Bldg., M. Gauthier

WHITTEMORE'S POLISHES

Finest in Quality
Largest in Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

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

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contains *oils and waxes to polish and preserve* the leather. Also Russet Bully Shine for tan leathers. *Large tin boxes.* Boxes open with a key. Retails 10c.

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

"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.)

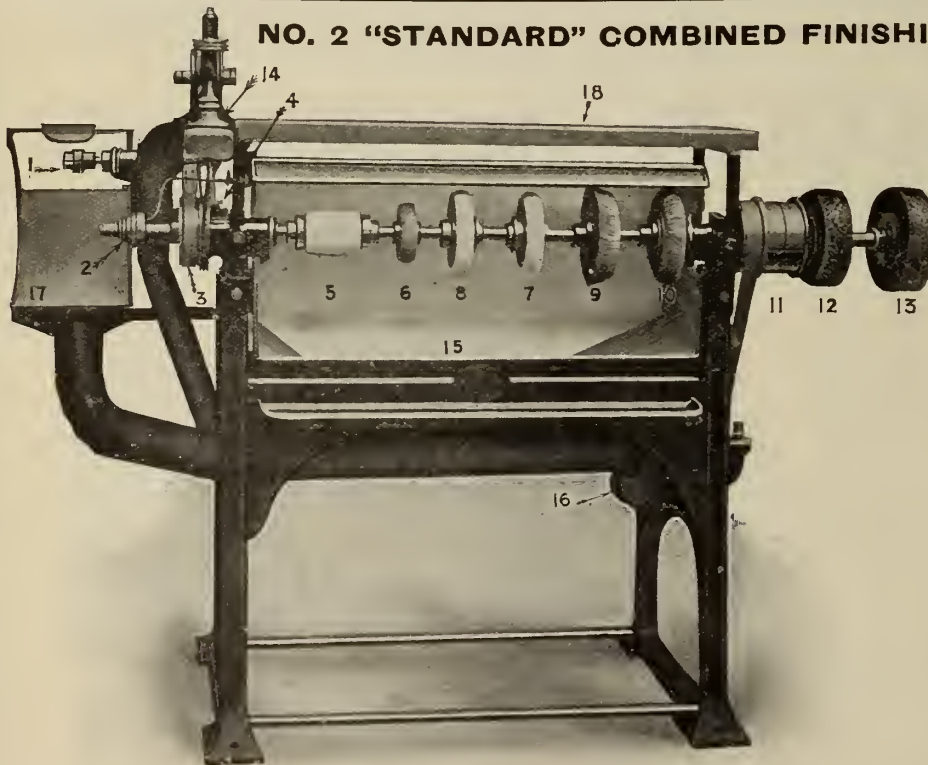
"ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.

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

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

SHOE SPECIALTIES

FOR MANUFACTURERS

Your especial attention is directed to our range.
Your wants will be promptly attended to.

Shoe Drills *Shoe Ducks* *Sock Linings* *Boot Webs*

WE ARE MAKERS OF

Rubber Cements	Cork Filler
Box Toe Gums	Patent Leather Tip Repair
Shoe Cleaner	Royal Backing
Pasted Cloth	Box Toe Canvas
Innersoling	Top Facings
Box Toe Materials	
Backing Cloth a Specialty	

Shipment Prompt

CEMENT DEPARTMENT

Prices Right

FISK LIMITED

MONTREAL

Turn Your Transient Customers Into Permanent Ones

Because you cannot depend on transient trade to make your business prosperous is a mighty good reason why you should handle Blouin's satisfaction-giving shoes.

Their good honest appearance and reasonable prices bring customers to your store, and their genuine merit and "wear-ability" bring these same customers back again.

Blouin's Shoes know no transient trade for every sale means a permanent customer.

They have proved this to others. Let them prove it to you.

F. Blouin, Boots, Shoes, Moccasins, Quebec

They always give
the most in
quality

“MISS CANADA”
“BERESFORD”
“VASSAR”



PASSING OUT QUALITY

means the assurance of bigger and better business, and then besides the immediate profits are greater.

This is a fact which should be continually borne in mind by every shoe merchant and every retail salesman, for it means building for the future, for each and every one of them.

And now, what better can you do, Mr. Merchant, and you, Mr. Salesman, than to sell to every man a pair of "Beresfords," and to every woman a pair of "Miss Canadas" or "Vassar" shoes? They are made with the future in view, and contain every feature required to insure the greatest satisfaction.



MINISTER-MYLES
SHOE
COMPANY
LIMITED

CORNER
PEARL and SIMCOE STREETS
TORONTO
CANADA

Shoe and Leather

— Published Twice a Month. —

Journal

ACTON PUBLISHING COMPANY, Limited

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Vol. XXVI. No. 2

TORONTO, JANUARY 15th, 1912

\$1.00 per Year — In —
Advance

Good Outlook for Record Business in Felt Footwear

Factories Report That Prospects for Season Are Promising—Increased Demand in Eastern Towns—Some Natty Samples Presented to the Trade—How One Dealer Appeals for Big Business

Travelers are now out selling felt footwear for delivery next fall. Canada is being covered thoroughly from sea to sea, either by going direct to the trade or marketing through jobbers. January and February are generally devoted to the sale of felt goods, and then comes the rubber selling season for two or three months. The great centre of felt manufacturing in Canada is Waterloo County, where over half a dozen factories flourish. There is also a busy one in Perth County.

The prices this season are about the same as last year, but the prospects are that a much larger business will be transacted. All the firms now have their samples ready, and some fine, new lines are being presented. Felt shoes are never made in such a variety of shapes, styles, and trimming as leather ones, but the showing this season is an admirable one. All staple lines are in black, but colored felts are growing in popularity. Red, green, brown, grey, claret, blue and other shades may now be seen in slippers and house shoes, and some really fetching creations are exhibited. Felts are being worn more and more in Canada. Formerly their sale was confined principally to the prairie provinces, the lumber and mining camps and in the districts far north. They were looked upon as part of the dress of those living in the colder sections.

Worn By Many Good Dressers

To-day this aspect of affairs has changed, and shrewd business men and stylishly dressed women are not backward in wearing this class of footwear during such bitterly cold spells as the Dominion had for a couple of weeks recently. Comfort is preferable to all else when one is a sufferer from frigid feet or toes. Doctors report that a number of young people while coasting, snow shoeing, tobogganing or skating during the temperature, which was away below zero, had their toes frozen. This is a serious matter, and very painful for the victims. It is not likely such a thing would have happened if the parties had worn felt shoes. Some will "sport" moccasins, larrigans, artics, wannigans, and other creations, but not felt. The latter affords more constant comfort, is not clumsy or awkward looking, will wear well, and, if soft weather comes, all that has to be done is to place rubbers over the boot the same as with leather foot covering, and the owner is perfectly safe from wet pedal extremities.

Superior Lines of Felts

The class of felts turned out by the factories to-day are superior goods in every way and most firms are making a business man's shoe that for neatness, trim and build is decidedly attractive. These are now being worn a great deal and no more cold or frost-bitten feet is the happy outcome. One manufacturer told the SHOE AND LEATHER JOURNAL that he knew men who wore felt

the winter through, and were regarded as particular dressers. Such shoes no longer look ponderous or uncouth. In fact, the reverse is the case, and one can obtain many varieties. There is the felt shoe foxed with leather, the felt lined product, the shoe with an elk sole and rubber heel, all the top being of felt. These and many other lines are shapely, and one does not need to sacrifice fashion to comfort. They sell to the retailer all the way from 75 cents to two dollars and a half or more per pair. Practically all lines come within these figures, and, of course, slippers, and other kinds of felt house shoes, are in many instances cheaper. There is a good profit to be made handling felts and it is a wonder that the retailers in the smaller towns and cities of the East do not push them more vigorously, in view of the reasons which have been pointed out.

High Priced Wools Used

The process of making felt is interesting. The various machines have been so improved in recent years that the output of the factories has been in many cases doubled and even tripled. The high priced wools, that enter into the manufacture, come principally from the Cape of Good Hope, Persia, Russia, and South America, no Canadian wool going into the making as it has not the proper fulling properties, which is the art of thickening and making the product firm and compact. This is done by rolling and pressure in a number of machines. There are over six thousand felt shoes and slippers of various kinds turned out daily in Canadian factories which are now running to capacity, and will be kept busy all year on the orders that are coming in. Deliveries will start in May or June next, and keep up until fall. They will continue for sorting until a later date.

There is only one objection heard to stocking up with a heavy line of felts. The retailer will say that the sale for them is limited if the winter happens to be mild. Canadian winters do not, judging by the experience of this season, appear to be lessening in the strength and length of their frigidity. It always makes the felt manufacturer as well as the coal man smile when the temperature is anywhere from zero to forty and fifty degrees below, for it is an ill wind that does not blow somebody good.

Retailer Features Felt Shoes

Speaking to a leading Ontario retailer the other day, he remarked: "I find that the sale of felt goods in this town is increasing each year. I do not mean in slippers alone, but in shoes or boots as they might properly be called. We have some neat creations here, and they give every comfort, ease and satisfaction to the wearer. Did you ever see tastier lines than these? Look at this felt lined lady's boot, and this man's, which is all felt. What could be nicer

in outward appearance—nothing bulky or ill shaped about it. I want to tell you of a little personal experience. I suffered from cold feet for years until I started to wear felt shoes, and, since then I have never known what it is to have chilly toes. I stock several lines each year, and if I do not happen to get rid of all of them, I do not have a clearing or discount sale. These goods come in handy for next season. We do not sacrifice them as the stock is staple. Styles and lasts do not change over night the same as they do in leather footwear. Felt slippers are being worn more and more in the house, whether in juliettes, cosy or low cut. They make excellent holiday presents. I made a feature of them and, in the cold days that we have just had, I decorated my window entirely with felt footwear, and arranged the display attractively, with prices on each shoe, and some suitable mottoes, such as 'Try a pair and you can laugh at King Winter,' 'Treat your feet well as you use them from sixteen hours to eighteen hours a day,' 'Protect your toes with as much care as you do your chest.'

"Then I find that curlers, persons who attend hockey matches, and other winter sports will buy heavily. Learn the warm, good qualities yourself and then you will be able to impress the points on others. Felt shoes will soon be worn by twenty-five per cent. more persons in the towns, villages and cities than they have in the past. The manufacturers deserve every credit for their enterprising and progressiveness, and no branch of the footwear trade has been making greater strides. A woman or a man, who now wears felt footwear during the cold season is looked upon as sane, thoughtful and cheerful."

Opposing Views on Limiting Styles

Are there too many styles of shoes at the present day? Ask any retailer and in all likelihood he will tell you, "Yes, by all means." It requires him to carry too many lines in stock, and have too heavy an assortment. The average dealer houses on his store shelves, and in his reserve quarters, from two thousand to ten thousand pairs of shoes. He will have probably over a hundred and fifty lines in men's, and perhaps many more in women's, not to speak of the countless patterns and combinations of leathers in misses', boys', girls', infants', etc. To keep the various sizes and widths is a problem that causes him to do some hard thinking and undergo financial worry.

Writing on this subject, a retailer from London, Ontario, says, "I have over a hundred and sixty styles here in men's footwear, and this is a ridiculous number. Fashions are as varied and multiform as in millinery, and change as suddenly. I would hold up both hands for any concerted action that would limit the number to reasonable bounds. Some manufacturers turn out so many scores and scores of lines, and it is time that the constant changes in lasts and models ceased. I would do anything in my power to curtail the increase."

Efforts have been made by the National Styles Committee across the border, to limit the number to eight for men and eight for women. The attempt failed. It is alleged the reason was because the manufacturers did not consult representative retailers, learn their opinions, and enlist their support and co-operation.

A leading Montreal manufacturer stated this week that even if certain fixed styles were adopted, he would not be bound by them. He declared that as long as he had the running of his factory he would make what he pleased, choose what lasts he desired, and select the patterns. "Do you think that I would destroy the individuality and dignity, the distinction and grace which my products have won? Why, you might as well say that the tailor should only sell fabrics of certain color or weave, or the shirt manufacturer should select materials of a certain stripe. No attempt is made to curb suit manufacturers, and why should shoe manufacturers be restricted to specified lasts, toes, build, heels, leathers, vestings and other things. No, sir, we will make our own selections and stand or fall by them. Originality, expression, beauty and variety will always be typified in my

shoes to the extent that I please, and I am not going to let anybody else have the say."

Novel Plan In Slipper Selling

Enterprising Shoeman Displayed Over 1,000 Pairs by Means of Rods Suspended from Ceiling and Did a Remarkably Brisk Holiday Business

A unique way of selling slippers and all kinds of house footwear was adopted by W. G. Pink, 278 College Street, Toronto, during the recent holiday trade. He has made a practice every year during December to insert a few hooks in the ceiling, and from these depend stranded wires, holding in position long steel rods. Other rods are supported from the first one by means of button hooks. The rods run on three sides of the store, the lowest being about six feet from the floor, the next a foot higher, and the topmost one about eight feet. These are arranged some distance out from the shelves, and do not interfere in any way with the removal of cartons. Slippers are suspended by snap hooks from the rods, and on each slipper is the size and price, so that customers may wander around at leisure and see the varied assortment. Over one thousand pairs were exhibited in this manner, the combination of colors and trimmings adding much to the interior beauty and holiday appearance of the store, as well as affording callers numerous suggestions for gift giving.

The different sizes were all kept together and a selection could be made easily and quickly, the goods practically selling themselves, due to the excellent display plan. There were boudoir, juliettes, kozy, opera, romeo, everett, nullifier, pullman—in fact every kind of slipper shown, and the colors and trimmings presented a very inviting picture. A common remark made by customers entering and witnessing the novel scheme was: "My, what a lovely line of slippers. I never saw so many before in my life. I must get grandfather, brother, sister or mother a pair." Window displays sell goods, so do proper and carefully planned and artistic interior trims, as Mr. Pink can testify, for his trade this season in house footwear surpassed all previous records. In taking down a slipper to try on a patron he and his staff always removed the one on which the ticket bearing the price and size was not attached, so that it could be instantly replaced if not suitable. Thus confusion was avoided.

The Man Who Delivers the Goods

By WALT MASON.

There's a man in the world who is never turned down, wherever he chances to stray; he gets the glad hard in the populous town, or out where the farmers make hay; he's greeted with pleasure in deserts of sand, and deep in the aisles of the woods; wherever he goes there's the welcoming hand—he's The Man Who Delivers the Goods. The failures of life sit around and complain; the gods haven't treated them white; they've lost their umbrellas whenever there's rain; and they haven't their lanterns at night; men tire of the failures who fill with their sighs the air of their own neighborhoods; there's the man who is greeted with love-lighted eyes—he's The Man Who Delivers the Goods.

One fellow is lazy, and watches the clock, and waits for the whistle to blow; one has a hammer, with which he will knock, and one tells the story of woe; and one, if requested to travel a mile, will measure the perches and rods; but one does his stunt with a whistle or smile—he's The Man Who Delivers the Goods. One man is afraid he'll labor too hard—the world isn't yearning for such; and one man is ever alert, on his guard, lest he put in a minute too much; and one has a grouch or a temper that's bad, and one is a creature of moods, so it's hey for the joyous and rollicking lad—for The One Who Delivers the Goods.

Trimming a Small Window in Artistic Manner

How a Montreal Shoeman Gets the Best Value from His Silent Salesmen—Simple Arrangement, Spare Time Work and a Few Purchased Accessories the Only Needful Elements for Success

Herewith is shown an excellent display for small windows, such as are common in hundreds of shoe stores throughout Canada. There is absolutely nothing elaborate about the window itself nor the store front of which it is a part. In fact, the two posts in the fore ground serve to detract from the display as a whole. It is easy, therefore, for anyone to emulate such a display provided a few simple accessories are purchased, and a little head work utilized.

This window is closed at the back by ordinary slide frames, each containing about six large frames. But the deterrent effect

in the ceiling are hung in the centre of the arch, the quaint globes adding to the artistic effect produced by the decorated arch and the side columns.

The placing of the shoes calls for some remark. It will be noticed that they are not set up in serriced rows as is often the case, but arranged in such a way as to make each one stand out separately, while yet forming a link in the general scheme. The shoes at the back rest on higher stands than do those in the front. In each case individual stands are used; and these are much better



The striking display of a Montreal retailer.

of such a background is hidden by a plush curtain hung on a pole about one-half way from the top. Just in front of this is the skeleton of the display consisting of four poles such as come in oilcloth rolls, fastened at top and bottom to small crosspieces to keep them steady. Extending from one top crosspiece to another are two parallel curved bars of wood, on the bottom sides of which are nailed several straight pieces upon which the artificial vines and grape clusters are hung.

The only thing about this display that calls for any outlay, is the curved top bars which were made by a carpenter, and the grape clusters and vines secured from a firm making a specialty of such materials. All the rest of the work was done by Mr. Lecompte himself in his spare time. Two lamps connected with sockets

for any small window than the larger kind—as well as more in line with modern methods in window trimming.

The silk cord fastened to the raised floor of the window at the front is a little detail that adds to the general attractiveness, as do the three artificial plants on the floor. But it is just these details that make or mar the success of a display.

How much did this display cost? Well, the artificial vines and plants are used by Mr. Lecompte again and again in different combinations. He gets a new material of this description every month or two from firms supplying such lines. Hence the cost of the material in this window depends pro rata on the number of times it is used. The rest of the cost is practically nil—say \$1 or so, as a liberal estimate.

The Editorial View Point

READY FOR A FRESH START

January quiet has reigned in practically all lines. Both, wholesale and retail establishments largely devote the first two weeks of the year to stock taking and consideration of future plans, and as comparatively few travelers are out during this period it is difficult to say much as to trade. As far as can be learned, holiday business turned out quite satisfactory. The advent of it even in many quarters helped materially towards the last of the season, and was responsible for a movement in staples that might otherwise have been lacking. The severe weather also that has prevailed during the past ten days has contributed to no small degree, notwithstanding its lateness to relieve the shelves and floors of heavy goods, although in many cases business has had to be helped along to some extent by easing prices a little. Travelers who have been out with fall goods or specialties report rather a better inclination on the part of buyers to look at their lines, and say that the outlook is brighter than usual for this time of the year. Money seems to be a little more plentiful, and payments are fairly satisfactory. The report of failures for 1911 shows a satisfactory diminishing compared with that of 1910, and reveals a marked contrast to its three predecessors.

THE FIRMNESS OF LEATHER QUOTATIONS

The hide market shows no sign of abatement, although there is a little more disposition to discount the future. January sales at the large centres are practically all cleaned up at the ruling figures, and contracts are being made as far ahead as May. There seems to be a genuine shortage in the supply of cattle, and those who operate largely, seem satisfied that there is no relief ahead in respect to prices for a considerable period to come. As a result, leather quotations remain firm with a tendency towards further strengthening. Sales of leather, both for manufacturing and jobbing purposes have been good for the past couple of weeks, manufacturers buying freely to complete spring orders. Export trade has also been quite brisk, and the demand from abroad with the activity of the home market has combined to keep stocks well cleaned up. Prices of the better grades of upper stock are even firmer than they were a month ago, and manufacturers are still struggling to reconcile what they have to pay for materials with what they are getting for their goods. It is claimed that some lines of Canadian leather are finding a sale in the United States in spite of the duty and the adverse trade conditions there, but the amount is not large.

NEW FEATURES LIKELY TO STAY

The season with the wholesale trade is now about over although there has been considerable sorting done during the past two or three weeks. The dissatisfaction with rubber shipments has practically subsided, and dealers have a chance now to study conditions and wonder what the future holds for them. Manufacturers have not given any hint as to plans for the coming season, but it is pretty generally accepted as inevitable that there will be little change from the modus operandi of last year. The net price list has apparently come to stay, and the present inclination seems to be to maintain the status quo of last year, as far as discounts for early orders are concerned. Undoubtedly many orders were held back last year on account of the lack of inducement for placing early, but it is urged that when the trade settles down to the fact that the early order discount has been permanently discarded, there will be no more difficulty in securing early orders than there is with the leather goods. It cannot be denied that there is substantial advantage to the manufacturer in having to some extent the season's requirements before him before getting under way. Within a

short time, however, there will be a definite indication of the programme for the current season

GOOD OUTLOOK FOR SHOE TRADE

Manufacturers are busy completing their spring orders, and, in general, closing up the season's business, the volume of which will undoubtedly reach an even more satisfactory figure than that of the same season for 1911. Since the advent of sharp wintry weather, there has been a very pressing demand for hockey and skating lines, so great indeed, that some of the jobbing and manufacturing concerns have had to work overtime to get out the orders. There has also been an accelerated demand for felts and heavy goods which looked for a while as though they were going to occupy the shelves for a considerable period, if they were not indeed to be carried over for another season. Dealers have thus enjoyed a period of activity for the past couple of weeks that is not common to the early part of January. With the retail trade there seems to be a general feeling of satisfaction with regard to the results of holiday trade, and with business since the first of the year. Travelers who have been out thus far, report business prospects bright, and every reason to expect the current year to be a considerable improvement upon even last.

MAKING A SALES STAFF EFFICIENT

At the beginning of the year a prominent dealer sent in subscriptions for several members of his staff, with the remark that he found it a very great advantage to have his help in touch with trade matters, and given instruction in the various departments of modern business endeavor. This spirit is most commendable, and in itself is evidence of progressiveness and broadness of view that are no doubt at the bottom of that particular merchant's success, and the efficiency of his sales' staff. It is in marked contrast however, to the attitude of another dealer whose single clerk had expressed the satisfaction and help that he had received from a few occasional copies of the JOURNAL which had come to hand, and who was anxious that the proprietor should subscribe for a copy for general use in the store. The head of the establishment said that he had no time for reading, and when told what his clerk had said, remarked that the latter might subscribe for it himself if he thought so much of it. Fancy the influence such an employer must exert upon his assistant or how much true success can be in wait for a man in business these days who has no time to read.

SOME FREAKS IN FALL SAMPLES

Manufacturers are already studying the requirements of the approaching fall season, and no doubt in a couple of weeks their ideas will be pretty well in shape. Of course, not nearly the attention is given to this season that characterizes spring efforts, but nevertheless change rules in regard to footwear for fall and winter to an extent that was not thought of a few years ago. On the other side of the line trade has been so uncertain that a stronger effort than usual is being put forth to coax business for fall, with the result that pattern makers seem to be at their wit's end to provide special attractions. "wocker" soles, fancy welts, English shapes, fantastic combinations of toccap, vamp and quarter are to be found in many of the advance styles, and innovations in eyelets, with button and eyelet combinations figure largely. Of course, when the freaks are weeded out a little there may not be as many monstrosities, but it looks as though there would be a goodly sprinkling of "millinery" in the running. It will be a pity if our makers should be led to follow too largely a tendency that is undoubtedly

the outcome of a frantic effort on the part of American makers to force trade by attempting the extraordinary. In a general way buttoned styles seem to be increasing their hold as well as English shapes.

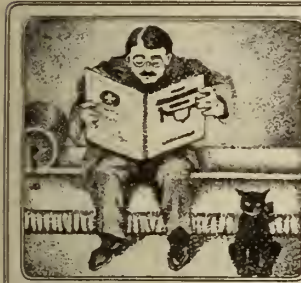
CAN THE JOBBERS DO BETTER?

Annually at about this time jobbers begin to tell manufacturers just when they want deliveries of spring shoes. Of course, in most instances, jobbers have known since September or October that they would require delivery at a certain early date. But orders were not placed in those months, or, if they were, they were not large. Why jobbers should hesitate to order the more staple lines, at least, year after year, is hard to understand. Manufacturers are asked to do a year's work in six months. Can they do justice to themselves or to their customers? Is it fair to ask makers to maintain factory and staff for several months in comparative slackness, and then to call upon them to perform humanly impossible feats in a few months? Is it the square deal to actually force a manufacturer to purchase expensive lasts late in the manufacturing season so as not to disappoint jobbers who could have placed their

orders earlier to just as good advantage? Hardly. And the jobbers are a square lot of men.

IMPERFECT FITTING OF RUBBERS

A shoe manufacturer and a jobber have called attention to careless fitting of rubbers by some retailers. The shoe man has received half a dozen pairs of high toe shoes returned by retailers in all parts of the country, usually accompanied by indignant letters. The shoes were all well made. But the high box toes were destroyed by the wearing of low toe rubbers. Low rubbers and the natural heat generated by the human feet are a bad combination for a pair of high toe shoes. The jobber showed a carefully made rubber which should have been sold to fit a low heeled shoe for a Miss. The rubber was good for at least two months hard wear—except for a perfectly bored hole in the low heel for which a high Cuban heel was no doubt responsible. Now, rubber makers will furnish fits for every shoe made, and this misfitting can be overcome by greater care on the part of some retailers who are really more thoughtless in this matter than actually ignorant.



Time Saving Methods of Card Writers

Make Special Sale Cards Ahead of the Occasion Required—An Excellent Alphabet Illustrated for Small Cards—Getting the Engravings Ready in Ample Time—Detailed Description of Some Good Samples—The Eighth Lesson of this Instructive Series

By R. T. D. Edwards, The Robert Simpson Co., Toronto.

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In the last lesson we touched briefly on time-saving methods for the card writer, and this article will be devoted in part to showing how time may be saved by preparing ahead for rush seasons. It is a great source of satisfaction to a man to know that when he is

so before the sale opens. They should be prepared, if possible, two weeks previously, giving opportunity for more carefully executed work. This will also allow of the last few days being given over to price tickets, which, of course, cannot be prepared so far in advance. In this connection, in the larger shoe stores, it is necessary for the card writer to keep in close touch with the advertising man, who is always acquainted with the facts regarding special sales.

Headline Cuts

For special sale cards headline cuts are sometimes desirable for several reasons, chief among which is the fact that their use saves time, and, besides, keeps all the cards relating to any particular sale uniform in appearance. By headline cuts we mean engravings



No. 6

No. 2

No. 1

brought face to face with a rush he will be able to handle the work with ease. Most card writers have experienced times when an unusually large quantity of work was thrust upon them, and the result was confusion. This article is designed to show how this may be avoided. If the card awriter has to put just a price on a card instead of one or two lines of lettering, as well as the price, he can turn out from three to four times as many cards, and where possible this must be done in rush seasons. Herein is pointed out a method which will be found valuable.

Looking Ahead

Much time is saved by looking ahead, and it becomes necessary for the card writer to be continually peering into the future. For instance, special sale cards should never be left until just a day or



No. 3

No. 4

No. 5

of headlines, such as are shown in the accompanying illustrations. In some instances they may not be entirely practical on account of the cost of the cut and printing. However, where a large quantity of cards is required the amount of time saved will justify the ex-

penditure of the necessary amount of money for the engraving and printing, and, furthermore, there is no reason why a January sale headline, for instance, cannot be used more than once.

In securing these cuts you make your original design and send it to an engraver. From the cut you can have as many cards printed as you desire.

From Figs. 1 and 2 the student can secure ideas for the design and lettering of a headline. These will be found useful for cards to be hand-lettered for reproduction by means of an engraving. The majority of styles of lettering used in the illustrated headlines have been previously dealt with in this course. The others will be explained later.

How to Execute Cards.

Let us first consider card No. 2. It has a cut-in letter effect. Decide upon the height which you want to make your letters and rule the guide lines in the usual way. Draw the outline of the panel and sketch the letters in carefully with lead pencil. Then the lettering or the filling in of the background may be proceeded with, leaving the white cardboard to constitute the letters. The second line on this card introduces the shadow letter. It is executed in a manner similar to the cut-in letter. Draw the guide lines and the outline of the letters as before, then proceed to shade the lower and left-hand sides of the letters at an angle of about 45 degrees. When this has been completed erase the pencil lines and you have an imaginary letter shaded. The lower design shows the brush stroke block letter, with a pen-ruled border. Use ink for ruling as advised in previous lessons.

Cards Nos. 3, 4 and 5 show shade effects used to good advantage. Special colors may be used for this shading with desirable results. Card No. 6 illustrates the use of double ruling, which is very easily executed and gives excellent effect.

In making drawings for engravings it is advisable to have them larger than the finished cut is to be, as in the engraving process small defects will be lost, whereas if a cut is ordered to be made larger than the drawing the defects will be exaggerated.

The Alphabet

The alphabet illustrated herewith is an excellent one for use on small cards where neat lettering is desired, and where special emphasis must be placed upon certain words.

The general style of this alphabet is similar to the brush stroke block. The chief difference lies in the use of the spurs. On account of the student being well acquainted with the brush stroke block alphabet it is unnecessary to enter into a detailed description of that shown in this issue.

Luck will change quicker for the man who can be cheerful when things are not coming his way than for his grouchy brother.

Is Your Trunk Department a Success?

This is the Time of Year to Figure Out the Answer to This Question—If Not, Why Not? Plenty of Scope for Successful Salesmanship and Net Profit in This Department

January should be the month in which every retail shoeman sits down and sizes up his trunk and leather goods department, with a view to finding out the weak spots in the last year's trade, and how the same can be eliminated during the coming year. Some questions he may with propriety ask himself are these: If I have not made a profit from my trunk department during the last twelve months, is it because I have not given it a fair show? Has it received proper attention in window displays and advertising space? Were the trunks and leather goods displayed in a prominent part of the store during the traveling season? Did I and my salesmen use every possible opportunity to sell articles in this department when shoes were bought?

Now there are very few shoeman who can honestly answer such questions in the affirmative. The average man buys just as little as possible for this department, and then lets it run itself. When this procedure is followed, the shoeman might far better dispense with the department altogether. But in so doing he will be taking a step backward, at a time when many progressive shoemen are just beginning to see how such a department may, not only in itself be made a profit-winner, but may become a valuable feeder for the shoe section proper, and vice versa.

To show the trend of the times, many men's wear stores are beginning to carry a stock of shoes, believing that their efforts to cater to men's wear necessities should extend even to the feet. In the same way, exclusive shoe stores are increasing the quantity and bettering the quality of their leather goods departments, and in many cases carrying umbrellas, canes, and even hosiery as well. This development is quite logical. Specialization can be carried too far, and the shoe store with a comprehensive, yet closely related list of goods to offer customers stands a better chance of winning out in the strenuous business competition of to-day. This, of course, applies most of all to the shoe stores in the smaller towns and villages. In large cities, specialization is the watchword, as there are too many in the field to win out otherwise.

Now is the time to clean out old stock by special inducements and persistent salesmanship. Soon spring goods will have to be ordered, and the way should be clear for the latest and most up-to-date stock in all lines in the leather department. In February 15th issue of the SHOE AND LEATHER JOURNAL, some of the latest styles in bags and trunks will be shown, with descriptions.

Why not determine to get the best possible results from your trunk department during 1912? Clear out the deadwood now, even at a sacrifice, and get in shipshape for a splendid summer's business.

*Stroke Block Executed
with the Soennecken Pen*

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 0

A Firm That Does Not Believe In Special Sales

How Berlin Shoe House Builds Business on Permanent, Progressive Lines—Canadian-Made Shoes Handled Exclusively—
The Importance of Right Buying—Sound Methods That Have Brought Success



"A great many people were all the time asking me why I did not go into business for myself. I had been working on the bench for a number of years as well as selling shoes. I thought the thing over for a long time, and one day I asked the boss for a raise in wages as I believed that I had earned it. He did not give me much encouragement regarding higher pay, and I resolved that at the first opportunity

which presented itself, I would get out. That chance came five years ago. Have I made money in the retail shoe business? Well! I have made a living anyway," remarked Adam Sippel with a broad smile.

The firm of Sippel and Hagen is one of the most substantial in Western Ontario. The store has both an imposing front and inviting interior. There are neatness, order and taste about the premises which create a favorable impression the minute that the visitor enters. Mr. Sippel was born in Berlin and knows nearly everybody in the town and for miles around in Waterloo county. Twenty-eight years ago he started to learn the shoemaking trade, and he is still identified with the footwear business. He carries a large stock. His partner is H. A. Hagen, but he devotes practically all his time to the busy shirt factory which is run under his name,

having gone into that line a few months after launching in the retail partnership with Mr. Sippel.

The Attributes That Tally

Mr. Sippel attributes any measure of success that the business has met with to right buying, prompt and polite attention, and giving customers a satisfactory service. "I always believe in using the people nicely," he remarked. "Courtesy pays in every way. Give good values and do not try to foist your own ideas down the throat of others. When prices are marked down here the reductions are genuine. We endeavor to impress upon all that they can depend on what we say about the goods. Good buying goes a long way in making the commercial pathway easy of ascent. Never purchase what you take a fancy to, or what you think ought to sell, but what you have learned from experience and insight that your customers want. Every man should know his trade thoroughly. He should be familiar with the various classes of shoes that he has sold during the past season, and anticipate what will go during the coming season, based upon his observations and record of the corresponding period of the year previous."

No special schemes are adopted by the firm. They rely on time honored, well-tried-out methods, backed by attractive window displays and clean, bright premises, neat stock keeping, and using the people right. They do some newspaper advertising, and each



The interior of Sippel & Hagen's store, Berlin, Ont. The premises are 100 feet deep and 22 feet wide. The firm's slogan is "where the good shoes come from." They have built up one of the largest trades in Western Ontario.

year present their customers with an artistic calendar—one so handsome and unique, that it will be kept. They think that money spent in cheap trashy productions might as well be thrown away.

All Canadian Made Goods

A feature about this large store, which is 100 feet deep and 22 feet wide, is that not an American shoe can be found on its shelves. Mr. Sippel is of the opinion that Canadian factories are capable and enterprising enough in the matter of style, fit, finish and workmanship to please any customer. "We carry" he said, "goods of practically all the leading Canadian makers, and our relations with them have always been very pleasant. We did not fancy paying duty on top of the purchase price and then, if a shoe went wrong, there was too much red tape to bother with in getting an adjustment of the trouble. Some months ago we cut out all American made footwear and we have not suffered the loss of a single customer. Now the majority of people to this town work for a living in the various factories, but the girls and young men buy good footwear, even for every day use—much better than you would suppose. We are not afraid to handle a few freaks and have never lost money on them although we candidly admit that we would welcome any movement to lessen the number of styles. There are too many and entail too heavy an investment."

The Losses are Very Few

The store closes every night except Saturday night at 6.30 o'clock. The firm have lost very little money through credit or approbation since they have been in business, but are careful to whom they extend these concessions. Mr. Sippel has been catering so long to the public that he rarely if ever gets "stung." He considers that a repair department is a good adjunct to a retail business in a place the size of Berlin, and it has paid well. They do not see how an ordinary shoe store could get along without one, as the best of shoes will occasionally go wrong. There may be a rip or some other little defect, and they remedy this if they think that the case is one which they should attend, but, of course, exercise their judgment in each individual instance.

No Faith in Constant Bargain Shouting

The firm do not favor the clearing sales every January or July, and rarely put them on. "We do not believe in encouraging this class of trade," added Mr. Sippel. "We do not want to turn regular customers into bargain hunters, who will purchase here one day and some place else to-morrow."

All lines are closely watched, and a big table used for getting rid of some of them, while others, if they are not moving as freely as they should, have the price cut and a frank explanation given for so doing. Such a thing as a general reduction or sacrifice sale is practically unknown since they have been in business. No shoe of any character is kept in stock over two years—in fact, very few lines that long. They have to go as there is no money in dead stuff.

Regarding prices, no hard and fast system is used. All goods are marked in plain figures, and the selling price of a boot is largely gauged for what will that product bring? What price should its style, build and finish command? The bulk of all goods is bought direct from manufacturers, although certain regular lines, in which considerable sorting is done, are obtained through jobbers.

Attention to Special Lines

Special attention is devoted to findings and for some time trunks, fitted bags and suit cases have been handled. The latter are neatly displayed on the top of the shelving and the more expansive goods kept at the back of the store. Profits on them, the firm consider, are satisfactory, and they see no reason why this trade should go to the harness man, the general store or other merchants. Skates are also handled and put on.

The front of the store is striking and the windows are of the show case type. There are fine large mirrors at the side and back and the flooring and ceiling are of quarter cut oak. The backs are on weights and easily elevated. In the decoration of the windows,

which are never crowded to excess, just enough lines are shown to create a favorable impression. The firm find that they manage to capture a large proportion of their trade by appealing trims. Over the windows is opaque glass, each window being nine feet deep. The shelving inside is white enamel, and the effect is decidedly pleasing. About three quarters of the way back is an arch, but the view from the front to the rear is uninterrupted. Quarter cut oak settees placed back to back, are used, principally for the accommodation of patrons. The arrangement of stock is neat and tasty, and the whole establishment is a credit to the progressive mercantile institutions of busy Berlin.

Higher Profits Are Necessary Today

Western Retailer Tells of How Carefully Margins Have to be Figured in Order to Offset the Many Sources of Loss

"There is no business just like the shoe business and therefore the retailer should have a bigger margin of profit than he generally gets," remarked a Moose Jaw merchant the other day. "I agree that all profits should be based on the selling price of a pair and not on the cost price. There is where many a man makes a mistake. He thinks he is coining money when he is not. Now a few figures will amply demonstrate what I say. Twenty-five per cent. on the cost price of a shoe is equal to only twenty-per cent. on the selling price, thirty-three and a third per cent. equals twenty-five on the selling, fifty per cent. is equivalent to thirty-three and a third on the selling, and one hundred per cent. on the cost is tantamount to fifty on the selling. You see there is quite a difference on how you reckon or fix your profit. All the goods on my shelves are marked on the selling price profit basis. I mark them up fifty per cent. on the cost which equals only thirty-three and one third on the selling. Take a man's boot retailing at five dollars. If you have to throw in an extra pair of laces and put on a pair of heel plates, as you frequently do, that eats up five cents, and if the shoe happens to rip and you send it to the repair shop to be sewed, that is another ten cents you are out. Then there are always a few pairs in every line that drag and will not sell. You have to get rid of them at the end of the season at a reduction. You therefore on specialty stuff have to make even a larger profit on the first few pairs than I have named to break even when you consider that it costs twenty-two per cent. to do business in this city. One has to carry so many styles and stock soon runs up into money.

"Take a men's furnisher, for instance. If he invests fifty dollars in collars he has a large and representative selection. Now, a fellow going in to purchase a collar will not generally walk out if the haberdasher does not happen to have one with a square corner or if the neckband is half an inch lower than he has been in the habit of wearing. He will accept a substitute. Not so in the shoe line. If a man wants a high heel, a flat tread, a high arch or knob toe, he will not take any substitute. He is particular and you have to carry what he asks for or you will lose his custom. Shoes represent a heavy investment and there are more people particular regarding their footwear than they are about any other portion of their raiment. Each has his or her own ideas, and you have to cater to varied tastes. You cannot afford to sell at too close a margin considering the responsibility involved. You must, therefore, base your selling figure high enough to let you out clear of all contingencies. Shoes are expensive things to carry over for a season, and in some instances their value depreciates fully thirty-three to fifty per cent. It requires close study and observation, sagacious and discriminating buying if you do not get stuck. A certain style of linen collar you can wear the year round, but not so in shoes. You have to operate carefully and cut out all unnecessary extravagancies. I am trying to keep my stock in a shape to eliminate special sales. I like the idea of clearing out a lot of 'stickers' in a body even if I have to sacrifice heavily. A wider margin of profit than has been obtained in the past is essential to offset style losses and the dribble that forms that part of every consignment, no matter how great the rage may be for any particular leather, last or model."

Shoeman Slips One Over on Catalogue Houses

Believes the Local Business Belongs to Him and Gets After It in Spirited Manner — Fighting Outsiders With Their Own Weapons—The Way to Corral Trade is to Get After It—Some Side Lights

By H. M. TANDY

Hy Brown, proprietor of the Possum Centre Boot Emporium, looked up from his bookkeeping as the tinkle of the bell over his head announced the entrance of a customer.

"Howdy, Bub," he said, nodding cordially to that individual who seated himself in a chair before the stove.

"How's everything, Hy. Business keepin' up?"

"Tolerable, Bub, tolerable," said the proprietor, wiping his glasses. "But to be frank with ye, I'm sorry to see ye buyin' from Shears & Sowbuck lately. Bub, I'd like to hev sold ye that pair of shoes."

"An' I'd like to hev bought them from ye, but Gol Darn it, Hy, it's every man fer himself these 'ere days. I'm fer savin'



Billy had visions of a big store in the near future.

money when I kin. Ye can't blame me fer that kin ye? Hy! Yer prices are too dern high, that's all there is to it. Do you know I saved fifty-two cents buyin' them shoes in Toronto."

"Ye saved that did ye, Bub," said the proprietor, after a moment's pause.

Let's Do a Little Figuring

"Yep, that's right," Bub answered.

"All right, Bub, now let's do a little figuring," said Hy, producing a pencil and paper. "Come over here. I've got Shears & Sowbucks catalogue right here. Now what kind of shoes did ye buy? This pair here, an' they cost ye \$2.48."

"Yaas, an' they're a mighty slick lookin' pair of boots, too."

"Bub, d'ye see them shoes there? I kin sell ye them shoes fer \$3.00. Yer shoes cost ye \$2.48. Ye paid the express remember, an' that was 25 cents, anyway, I reckon—that's \$2.73. Now there's 27 cents difference between them shoes an' mine. Now, presumin' yer from Missouri, I'll show ye. For the sake of argument, we'll say that yer shoes looks as well as these 'ere ones. But there's more to a pair of shoes than looks. Fer instance, there's wear an' there's comfort. Now, Bub, these ere shoes will be lookin' like new when those Toronto ones are on their last legs, an' that's because they've got real leather in em', not near-leather. An' see how heavy them soles be; they're full double soles with rawhide slipped in between 'em. They're water tight, them shoes are. They're easy on the feet, too. Them shoes are made on a special last, an' they aint no threads protrudin' through the insoles to hurt yer feet.

Takes Longer and Costs More

"The soles of these shoes is fastened to the uppers by the same method a shoe maker uses in makin' a hand turned shoe. It take longer an' it costs more to make a shoe this way, but it makes a stout shoe that'll give ye service. Here's another pint to be considered in buyin' shoes from me, Bub—when ye come into my shop to git a pair of shoes ye try 'em on till ye gits a pair that fits. Ye're not tempted to wear a pair that aint right, 'cause ye got'em

or can't wait to send 'em back to Montreal or Toronto to change 'em.

"Mebbe ye didn't know it, Bub, but catalogue house shoes are responsible for most of the sore feet in this 'ere Dominion. An' then agin, there's this," continued Hy, "Ye sent yer money up to a big city, an' it aint likely to come back to Possum Centre in a hurry. It's gone to pave streets in Montreal, Toronto or Winnipeg. An' did ye ever think of this, Bub—if the retail stores of this ere town closed up fer lack of trade, up go yer taxes. Do Shears & Sowbuck pay any of the taxes of this community—not on yer life. Another thing—who gives credit, when credit's a mighty fine thing to have—who buys yer butter an' eggs—Do Shears & Sowbuck? An' another thing, Bub, do you or yer family or yer friends git any benefit from the money Shears & Sowbuck pay their help? The more business yer local stores does an' the more clerks they employ, the more money goes into someones pocket right here in Possum Centre. An' the more there's goin' on in Possum Centre, the more yer property will be worth. Bub, ye'd hev got yer 27 cents back time an' agin if ye had bought yer shoes of me."

Aint no Time to be Talking

Bub was visibly surprised at the result of the figuring and had hardly a word to say. Finally he blurted out, "This aint no time to be tellin' me all this Hy. Gol Darn it, I've bought the shoes. Shears & Sowbuck told me all about their boots, an' I never knowed these things about yourn afore."

After exchanging a few remarks on the weather, Bub stumped out into the night.

Hy stirred up the fire, relit his pipe and reflected in silence for a time. "By Gum, there's somethin' to what Bub says. I've got the goods, and my prices is right, but them pesky catalogue fellers has been gettin' altogether too much business out uv this neck in the woods."

Get Business By Going After It

"It's because folks know all about their goods, an' don't know the good pints of my goods, an' the advantage iv doin' their tradin'



Catalogue house fellows trying to get into Possum Centre—Nothing doing.

here in Possum Centre. B'gosh, I'm going to git in the game. The way to git business is to go after it, an' I aint been doin' that. I've got to compets with them fellers in big cities, an' they're mighty sharp after business, too, but I've got the advantage of bein' right here on the spot. What this business needs is a 'course of sprouts.' Now I've been lookin' over that copy of the SHOE an' LEAMHER JOURNAL I got the other day. An' By Hickory, if a feller ud run his business on the tips he gits from that he'd be up-to-date all the time. They know more about runnin' a shoe business than them catalogue fellers does. The shoe business in this town belongs to me, an' I'm goin' to learn how to git it. I believe I'll subscribe to that 'ere paper an' study up on all the modern

ways of doin' business. I'll do some advertisin' here in Possum Centre. I never did none of that window trimmin' afore, but I'll read how it's done, an' try my hand at it. Mebbe I might try out one of them store papers like I was readin' about. Yes, I jest believe I'll subscribe to that paper to-morrow. No, By Gosh, to-morrow may never git here—I'll do it now."

Slipped it Over All Right,

Three weeks later the proprietor of the Possum Centre Boot

Emporium stood in the doorway and smiled. "I guess yer Uncle Hy slipped one over on them catalogue fellers that time all right, all right. Let's see, that's 17 pair of men's shoes, 18 pair of women's shoes, 8 pair of slippers, an' 3 pair of children's shoes I've sold this week already, an' my trade on shoe polish, shoe strings an' such like has jest about doubled. That's what them catalogue fellers ud call 'going' some.' 'Pears to me I sced somethin' somewhere 'bout 'fightin' the devil with fire', which sounds pretty good to yer Uncle Hy."

Credit Man Justifies the Stand That He Takes

Believes That the Fellow on the Inside Has Right to Have Final Say as to Whom Factory Will Sell—How One Traveler was "Closed Up" and Another "Stung" for a Pair of Shoes by a Retailer

"I see that the travelers had their innings in the last issue of the SHOE AND LEATHER JOURNAL," remarked the manager of Montreal shoe manufacturer, "and perhaps you would not mind giving a hearing to our side of the case. I recognize the need of co-operation, the pulling together of all branches of the business, to build a growing and profitable trade, but there are times when the judgment of the road men is at fault. They are not always the best critics as to whom we should sell."

"I remember a year or two ago a man opened a retail store in a city in this province, and naturally, there were several representatives on hand to secure his order. Now we had a salesman on our staff, who was a personal friend of this fellow, concerning whom we had not heard good reports. One day the traveler came in bursting with pride to the effect that he had corralled a booking for two thousand five hundred dollars worth of shoes. We did not care to fill the bill, and run the risk of payment. The traveler told us that he was honored in beating out the other chaps, and assured us that the order was all right. He knew for a fact that the goods would be paid for. This was along in February, and the payments were to be made in June and July. We were told that we could write Mr. So and So regarding references of the responsibility of the dealer. We took the matter into consideration and decided that we would write. The first party that we communicated with replied that the new dealer was "a loafer, a dead beat and a crook." Another firm with whom the new retailer had been connected, replied that, as for giving him credit, they would like to administer five dollars worth of shoe leather under his coat tails, or, in other words, kick him off the place if he ever came near them. Our man returned at the end of a week's trip and asked us if we were going to fill the order.

"No we are not," I replied. "We have written certain people whose names you have given us and have received anything but flattering recommendations."

Dirty, Rank Treatment—I Say

"Yes, and that is the way you treat me," was the hot answer. "Great encouragement to work for this firm, isn't it? Here I go out and, in the face of the strongest opposition, and by a good selling talk, secure an order for \$2,500 worth of goods—only to be thrown down. I tell you that fellow is all right, and I know it. He gave me the order for the G— brand of shoes in preference to all others, and, because I was too smart for the bunch that I was up against. Now you hurl me and my business about like this. It is rank treatment to say the least."

"I pointed out that we could not afford to take a chance and that so far as we could learn, we would never get our pay."

"The traveler became nasty in mien and language, and insinuated that an office man did not know as much as he might and that he was receiving rotten and dirty usage from the house.

He Pulled in His Horns

"This sarcastic and belittling reply was more than I intended to stand, and I promptly withdrew his contract from a drawer in my desk. Now, here is your contract. You can have it back this

minute if you are not satisfied. I will not stand the line of talk you are dopping out from any man. We want to be square and fair, but you cannot knock and kick the factory and its management like this." He knew that I meant every word I said, and promptly drew in his horns. Well to make a long story short—Mr. Retailer got his goods from several other firms on the datings named and conducted a rushing business for three months. On July 2nd, just as his paper was falling due, he made an assignment and his liabilities were heavy. The dealer was a grafting and lying individual, and soon after left the country. Fully half a dozen factories were stung, and yet, if we had listened to our traveller, we would have had to bear the whole brunt of the raw deal."

The Traveler Fell To It

"One more instance. A traveler, who had represented us in Nova Scotia died after a short illness. We appointed another man to cover his territory. He went down to one town and called upon a customer who is always trying to sting manufacturers. He presented his card, and when the dealer saw the words—"B— Shoe Company," he replied, "Not for me!"

"Why," asked the road man. "Ever tried them?"

"Oh yes!"

"Did you not find the line all right?"

"No complaint on that score at all," was the ready reply, "but your factory does not honor just and fair claims."

"Well, that is news to me," remarked the traveler. "We scarcely if ever, have any kicks coming on that point."

"Well, I have a grouch and don't mind telling you so," added the merchant.

"What is its nature?" inquired the new man anxious to adjust any trouble "and perhaps I can remedy it."

"Well, some time ago I sent back to you a pair of patent leather shoes that should have been renewed. They declined to entertain the claim."

"If I manage to make it good I presume that I may look for some business from you," ventured the caller.

"Certainly," added the retailer. "I have no objection to your house—only the one that I have referred to."

"When Vanner, the traveler, got in at the end of the week he told me of all the circumstances, and was confident he could get business—and a good deal of it—from Bucker, if he could straighten this matter out. I was dubious of the whole thing. After telling the new man why; as he was persistent that we make good the claim, the justice of which I did not for one minute acknowledge, I made this proposition.

Take Them With My Compliments

"Now Vanner, I tell you what I will do. You may go to the stock room, pick the best pair of patent leathers there selling at four and half, and express them prepaid to Mr. Bucker. I will charge the shoes up to your personally, and as soon as he gives you an order for one hundred dollars worth of goods, I will cancel the bill against you. Is that fair?"

"Yes, that will do," answered Vanner. "I know that I can

get business from Bucker, for I got close to him and he took a fancy to me."

"Vanner selected the shoes, prepaid the express and had the stenographer write a note to the effect that he had induced the house to make things right, after explaining it all to them, and was shipping Bucker one of the best pairs of goods in the shop for his personal wear. Would he accept them with the compliments of Mr. Vanner, etc. Not for ten such claims would the factory lose his valuable business."

Strange He Don't Write

"The next week Vanner came in and inquired if there was any word from Bucker. I told him, "No," and he remarked that there was possibly an acknowledgment up at his private address. But no word came. Another week passed, but with the same result, and Vanner exclaimed that it was peculiar Bucker did not even send a note of thanks for the shoes. I told the traveler that he had very probably been "worked" for a nice, new pair free, and he indignantly scouted the idea. He knew better, and had more faith in the honesty of human nature than I had. Another week—two of them went by—and still no squeak from Bucker. Finally the traveler said that as he had business over that way he would call and see what was doing. A few days after he walked into the store of the retailer."

He Was Entirely Filled Up

"The merchant affected not to remember him at first, and finally recalled that he represented the B— line. Vanner was polite but guarded. It was a little late in the season for fall orders, and, when the traveller asked Bucker to go over and have a look at his samples, anyway, the latter suavely replied that he was full up and could not stock another pair. In fact, he doubted, with the weather prospects and state of trade generally, if he had not very much over bought. Vanner, after urging the quality, merit and style of his goods in vain, waited until he obtained a flat throw-down, and a distinct refusal to look at his samples. Then he adopted another ruse.

"By the way," he inquired, casually, "did you get the pair of shoes that I sent you over a few weeks ago, making good that

claim." Bucker thought deeply for a minute, and remarked, "Oh yes! they came all right, and were very nice, thank you," and he turned to go into his office as if the interview was at an end. Vanner then lit into his man and informed him where he got off at. He told him in plain, picturesque language what he thought of his contemptible course of treatment."

Was Stung Good and Proper

"I felt like rubbing it in a bit but he answered that he did not care to have the matter referred to as he had been stung good and proper and had lost a large slice of his faith in human nature.

"Now," concluded the speaker, "that retailer saw at once that the traveler was new, and thought, if he met him with a grouch, he would be able to get ahead of this firm, and he did—to the extent of one pair of shoes. The fellow had made a practice of humoring his customers for years at the expense of the factories by sending one pair of shoes back after another, telling the buyer that the factory would likely stand for a new pair. He did it once too often with us, and we at last refused. That traveler now sees all is not gold that glitters, and does not put so much confidence in promises of probable business, or "give you a big order next time."

Mutual Concessions Are Needed

"I maintain that a factory manager or credit man is the best judge of the financial responsibility as to whether a retailer is a good account or not. He can, by various means, find out how the dealer is meeting his paper, learn his record of the past, and how much he owes, which no salesman can learn, no matter how often he calls. The credit man and the traveler should work hand in hand. Both should give and take a little. But it is not fair to say that the fellow on the inside of the factory walls does not know a thing or two as to what is going on outside. We have no grievance against the majority of our travelers who are only too anxious to labor hand in hand with us, but now and then a case crops up which leads to some lively sessions, and mutual concessions are needed. The traveler's lot may be a hard one, but the position of the credit man or the manager is infinitely worse. Many an account looks all wool and a yard wide which, when examined, turns out to be mere shoddy or cheese cloth."

Interior view of Henderson Bros. store, Port Arthur, Ont. The shoe department occupies all one side of the store, and is one of the best paying and ably managed branches of the business.



Some Stray Shots from "Solomon"

If we were as anxious to be wise as most of us are to seem so we would escape much trouble. There are men who make fools of themselves trying to impress people with their wisdom. Look out for the fellow who is always making the effort to appear omniscient; he is more dangerous than the fool who "knows more than seven men who can render a reason." Before wisdom, as before honor, is humility. The wise fool wants a chance to run the universe and usually runs anything he takes hold of into chaos. "The foolishness of man perverteth his way and his heart fretteth against the Lord." If people would do a little more thinking and listening they might accumulate both money and wisdom. We get so "sot" on our ideas and ways that we miss many a good thing by sniffing either at the ways of the Lord or other people.

It's not so important how much money you made last year as how you stand with regard to character and manhood at the close of another period of business activity. Have you the respect for the man who wears your hat that you had a year ago? Don't put too much emphasis on the profit and loss account in your ledger. Take stock of your assets and liabilities, but don't forget to ask what you have gained in character. "A poor man is better than a liar." You may be worth less than you were in money a year ago but if you can look into the mirror and see the face of an upright man or walk amongst your fellows with the feeling that no man, woman or child is the worse for your having lived the year through, you have not missed the mark. Let liars hug their gains.

We have a good deal of the savage in all of us. Just note the crowd that gathers about a dog fight or the interest that will attach, even amongst fairly decent people, to a pugilistic bout. But we are steadily getting away from not only the idea of physical contests, but many others. The best lawyers today devote their energies to preventing law suits; "manly sports" such as boxing are more and more left to the riff-raff, and even the nations are getting together on the common sense plan of settling disputes by arbitration. "It is an honor for a man to cease from strife; but every fool will be meddling."

When you feel tempted to tell people how big or how good you are, shut up. The surest sign of a weak man is the tendency to "blether" about himself or his doings. There are some people who can't talk to you five minutes without working in some information about themselves, their big doings or their big friends that makes you want to kick them under the coat tails. You can depend upon it that if you are worth knowing or hearing about the world

will not long be in ignorance of where you live. Be good and let the seeming take care of itself. Be great and don't thrust your greatness on people who will see it before you do if it's of the right kind. "Most men will proclaim every one his own goodness; but a faithful man who can find?" Be faithful.

Hard work is the open sesame of success. No fortress of achievement can hold out against it. Genius, luck, pull and even graft take a back seat as factors in "getting there" when it appears. If a man gets a line in a thing that he stands a chance of doing at all well and puts steady licks behind it he will win out in spite of fate or mortal enemy. Nothing can stand before hard work, especially when thoughtfully directed. That is why the Wise Man says, "Love not sleep lest thou come to poverty; open thine eyes and thou shalt be satisfied with bread." No man with work in this world to do can afford to spend more than a third of his time in bed. Look up the cause of failure and the most potent will be found "sleep," whether natural or otherwise.

THOUGHT FOR THE DICKENS YEAR.

As the year 1912 is the Centenary of the birth of the great novelist, whose wonderful achievements still challenge the admiration of the English-speaking world, a statement of the author as to the secret of his success as taken from David Copperfield and generally regarded as largely autobiographic, is quite timely:

"I never could have done what I have done without the habits of punctuality, order and diligence, without the determination to concentrate myself on one object at a time, no matter how quickly its successor should come upon its heels. I do not hold one natural gift, I dare say, that I have not abused. My meaning simply is, that whatever I have tried to do in life, I have tried with all my heart to do well; that whatever I have devoted myself to, I have devoted myself to completely; that in great aims and in small, I have always been thoroughly in earnest. I have never believed it possible that any natural or improved ability can claim immunity from the companionship of the steady, plain, hard-working qualities, and hope to gain its end. There is no such thing as such fulfillment on this earth. Some happy talent and some fortunate opportunity may form the two sides of the ladder on which some men mount, but the rounds of that ladder must be made of stuff to stand wear and tear; and there is no substitute for thorough-going, ardent and sincere earnestness. Never to put one hand to anything on which I could throw my whole self; and never to affect depreciation of my work whatever it was; I find now to have been my golden rules."

You may be enjoying or at least be fascinated by that secret game you are playing, but have you thought of what is ahead of you? Perhaps you may not be found out, the chances are that having worked it so long, your skill or cunning may keep you out of the clutches of the law or out of the way of public condemnation. But have you thought of what the thing must mean in the end to you personally and those you have wronged? When you are all through and are weary of the game with what feelings will you look back on the whole thing? How will it seem when those you have "done" or robbed of that which is more precious than gold are under the sod, and you are facing the same prospect? "Bread of deceit is sweet to a man, but afterwards his mouth shall be filled with gravel." Don't forget the gravel pit is ahead if you are fond of "twist" loaves.

We put danger signals on poison bottles and muzzle vicious animals, and we fail to label or leash that most dangerous and hurtful of all things, a wagging tongue. "Death and life are in the power of the tongue." How much devastation, how much healing has it wrought. You pride yourself that you say what you mean. So does the bullet or knife that goes to the heart of the victim of its "directness." Of all the cruel assassins that spare neither age nor youth, wealth nor poverty, saint nor sinner, the bad tongue is meanest and busiest of the devil's own agents. Let this year see an attempt on your part, if you have been a wielder of the silent stiletto or the bludgeon to make the tongue a means of health instead of death.

Will All Shoes Be Advanced in Price This Fall?

Several Manufacturers Declare That There Will Have To Be An Increase—Ascending Prices of Leather and Stiff Market Urged as Reason—No Disposition to Reduce Standard of Goods—Is Raise Warranted

A leading Canadian maker of feminine footwear remarked this week that retailers might as well prepare themselves for an advance next fall of from five to seven per cent. on many lines. "The increase is bound to come," he added, "for the maker is encountering conditions which are fixed, and he has to have some profit. I have been following the markets closely and talking with many tanners. No man is going to do business at a loss. We are paying on some lines of leather from one to three cents higher than we were a year ago, and, when we have to enter the market, we discover that we are faced with stiffer prices all the time. This is no mere hard luck story. Any man in the business knows what I am saying is perfectly true.

"All other lines of trade appear to be on a profitable, living basis, but the shoe maker is keeping prices down. I know of some factories that are not paying a cent of dividend on their investment. If the tanner pays more for his packer and imported hides, he has to get more out of his product. A like condition applies with equal force to the footwear manufacturer. Hides generally are three or four cents a pound higher than they were twelve or thirteen months ago, and there has been a shortage in the slaughter of over four hundred thousand fewer cattle on this continent than there was during 1910. There has been a very considerable advance established in all lines of leather. In January of last year, packer hides in Chicago sold from 12¼ to 13½ cents; to-day the same hides are going at sixteen to seventeen cents. When you consider it takes three feet of leather to make a pair of man or woman's shoes, you see that matters are not exaggerated.

"The New England manufacturers are contemplating action. They have to do so to protect their own interests, and the people will not stand for any inferior productions. All the retailer has to do is to add the small extra cost and the public will pay it gladly."

Will Keep the Quality Up

A well known Ontario maker of men's staple lines remarked, "Yes, I see no other way out of the dilemma than to make a slight advance in my prices this fall, and if conditions do not change, I am going to do it. I have not a large supply of leathers on hand, and had to stock up with some box calf the other day, paying a cent a foot more than I did a year ago. It takes three feet to make a shoe. All goods that I turn out must be up to the mark, and I do not intend to allow my lines to suffer in finish, appearance or the materials that enter into their construction. If the prices are not increased, the difference will have to be taken out of the shoes themselves.

"The public surely want the same quality of standard as they have been getting. They have learned from bitter experience that there is no money, satisfaction or profit in cheap, trashy footwear where the shoe is lacking at vital points. If we do not get increased prices there will be a strong disposition to economize somewhere. Then wages are by no means going down. Any maker will tell you how difficult it is to get sufficient and competent help in the fitting room while lasters are none too plentiful. I could tell you of many more troubles that we are up against, but I have said enough to let you know where we stand."

Increase is Bound To Come

The same story was told by other manufacturers, and, while only one or two would declare definitely that they intended to advance the price of shoes from fifteen to forty cents a pair this fall, they expressed the hope that they would not have to blaze the way for the others. "This is a case of mutual interest, protection and welfare," declared one who sells entirely to jobbers. "The boot and shoe section of the Canadian Manufacturers Association should come to a definite understanding on this matter. You will notice that two or three factories in Quebec have of late months gone to the wall. Mark my words, there will be others and not

in that province either unless they do something speedily to recoup themselves. We cannot maintain the quality and style in medium and high-grade goods if we want to keep up to the standard that we have now established. There must be a raise in price unless the figure for all materials should go down."

They Took the Initiative

One of the largest manufacturers in Canada last fall advanced the price on some medium lines from three to five per cent. In conversation with their sales manager he said that he found that business in these samples had not fallen off any. A few retailers complained, of course, but when the reason was frankly and fully presented, they had no kick coming. "If the facings, hooks, counters box toes, insoles, heels, trimmings and linings are not to be scamped or miserable stuff substituted the price of shoes has to ascend," he continued. "The makers are not branching out as they should. Look at other industries, how they are erecting additions to their factories. I venture to say that, considering the relative importance of the trade, fewer makers of shoes are developing to the same extent as their brothers in other lines, I know that some have greatly augmented their capacity, but not many.

"Do the wearers of good footwear want pieced trimmings, leather board heels, canvas or shoddy insoles, flimsy boxes, and cheap counters as well as inferior sole stock? Not a bit of it. I was in the retail business, and I tell you the people will pay a reasonable price for a good article no matter in what line, but, like the average spender, they want their money's worth. I think that the advertising phrase, "Made up to a standard and not down to a price," describes the attitude of the ordinary buyer of Canadian footwear. If the product deteriorates from the causes spoken of, the makers and the retailers will suffer much more through loss of patronage and prestige than if they had the courage to advance prices. The stock and findings in a shoe must be kept up to the mark, and, with our rainy weather and sloppy streets, if there is anything inferior, the damp, hard walks and rough usage given shoes, generally locate the defects at short notice. Labor costs more to-day than a year ago, living expenses are going up all the time, factory administration is more expensive, and, when you add all these to the advancing figure for leather, which is far more costly than it was six months ago, the only way is to mark up your goods accordingly."

Will There Be An Outcry?

Other manufacturers, when spoken too, presented similar arguments. "Yes, it is time this matter was taken up and thoroughly understood," writes a Montreal manufacturer of both welts and McKays. "I will give you some information in a few days to show the Canadian shoe dealers that they may expect similar advances to those about to be put into effect in Lynn and Brockton, and it will come this fall sure. I know there is always a howl when higher prices are talked of, or even breathed, but we are now at the parting of the ways, and have to do something. We are not in business for our health, and we are going to operate our factory at a fair, living profit. When we cannot do this we will get out. We must get our own out of our footwear, and we are not going to turn out inferior work or material. Then lasts and patterns are changing far more frequently than a few years ago, which all means heavy additional expense, for a maker must keep up-to-date or he will soon lag in the race. To lag is to decay, and to decay is commercial paralysis and death."

The SHOE AND LEATHER JOURNAL will be pleased to hear from representative retailers as to how they view the proposed increase and what will be the effect of an advance in their trade. It may necessitate charging odd prices, but some dealers maintain it is time fixed figures to the public were abolished and a distinct step taken in the direction of selling at \$2.85, \$3.35, \$3.60, \$4.15, \$4.40, \$5.30, \$5.70, etc."

Stock Arrangement for Hosiery in Shoe Store

Suitable Boxes Are Necessary—All Goods are Arranged as to Color, Line and Price—Descriptive Card on Box is Preferable to Selling from Samples Which Soon Become Mussed

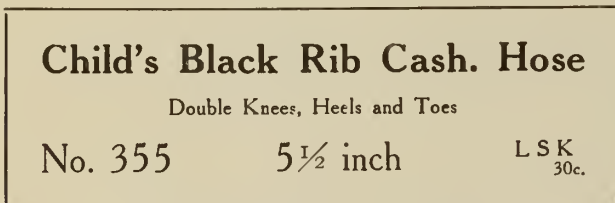
The footwear merchant is supposed to clothe the feet. If he stops at selling shoes alone he is not living up to the full privileges or responsibilities of his business.

More shoe dealers in the towns and cities of Canada are to-day carrying hosiery than ever before. They find it a ready and profitable line—one that will attract trade, a class of custom which they never expected to get. Why should the foot-fitter allow the business in socks and stockings to go to the dry goods, the general or the men's furnishing establishment? It properly belongs to him, and it is the most natural thing in the world for a lady to purchase silk or lisle hosiery when selecting a new pair of shoes. In children's goods the shrewd retailer, with a keen appreciation of the future, is looking to their needs.

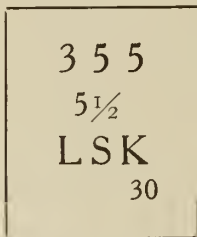
The manager of one of the leading shoe emporiums in Western Canada, where a very satisfactory business has been built up, has furnished the *SHOE AND LEATHER JOURNAL* with an outline of their methods.

One Style of Boxes

Stock boxes are used and a number of choice pretty lines displayed in a silent salesman show case, the interior trim of which



Card for insertion at opening in box



Pin ticket to be attached to every pair of hose.

is altered at least once a week. The hosiery branch is presided over by a young lady who also looks after the sale of findings, both popular and fancy, which have become a feature of the store.

"One of the first requisites I would consider," writes the manager, "are stock boxes of uniform color and style. You know there is nothing that looks quite so nice or is so impressive in a shoe house as standard size cartons and labels. The effect is always pleasing. We carry out the same idea in our hosiery department. Some of the boxes for cotton hose are wider and shallower than those for wool and cashmere, and the ones for ribbed hose are generally narrower and deeper than those for plain hose. All boxes I would have made with an opening in front, behind which I could insert a card stating trade number of hose, giving description, size, cost, and selling price, which cards I could change or renew as I required to do so.

Details of Marking

Having received our hosiery, we check the quantities, kinds, and prices, by the invoice, and mark cost and selling price on label end of box or package, then we have every pair ticketed with pin ticket, giving No., size, cost, and selling price, the pin ticket holding the pair together at top. If a new line, we get stock boxes and put in card with description, number, size, cost, and selling price, and

fill boxes and put forward; the balance we send to reserve stock room.

We prefer the descriptive card on box to number only on box and samples with box number and description, for the reasons that a clerk can tell at a glance the contents of each box without hunting through a pile of samples to find kind of hose required, and then hunting box with number to correspond, and again, our hose are shown from box fresh and clean and in shape. The pair displayed is sold and a fresh pair is ready to show next customer. Where samples are ticketed and kept forward and shown a number of times, they soon get out of shape and looked mussed. Imagine a fine lisle thread hose shown and customer runs her hand down leg into foot feeling for seams, and this is repeated three or four times or more, what kind of condition will the hose be in?

Our hosiery department is at front of store because we consider it one of our most important, and because we wish every customer entering to have his or her attention drawn to the extra quality and value of the hosiery we sell.

Each Kind Separate

We arrange our cotton hosiery together in one section, plain lines containing a range of children's sizes in close proximity to each other, first the blacks, next the tans, then the whites and colors, ribbed hose arranged in the same way, and next to them the cotton hose, in which we carry ladies' sizes only, arranged as to colors and prices. In this way we facilitate dispatch in service; after these we arrange the different lines of lace, ankle and leg embroidered, and out sizes, and any other special lines of cotton, lisle, and silk hose. The same plan is carried out in arranging stock of wool, worsted, and cashmere hose. First the lines with ranges of children's sizes, then the lines in women's sizes only, followed by the special lines in embroidered and out sizes. All hosiery is arranged as to color, first black, then tan, next white, and followed by other colors, each color as to price, first the lowest price, followed by the next advance, and so on up to the highest price.

Filling Up the Boxes

Every Monday morning, and as often as required through the week, the lady in the department goes carefully through, opens each box and makes a list of requirements, which is taken to the reserve stock room, and goods required are selected and brought forward and placed in their respective stock boxes. When selecting stock from reserve a note is made of any lines getting low, and these are entered in Goods Wanted Book, ordered with first purchases, in due time received, and placed in stock in manner described before, and thus our arrangement of stock and plans connected therewith being carried out, brings success to the hosiery department.

Will the price of all lines of shoes be advanced in Canada next fall? What are the reasons of the much talked of increase, and will the manufacturers take concerted action or only a few of them make the move? How will those who do not overcome the advanced quotations for hides, the upward tendency of wages and other increases in the cost of doing business? Sole and upper leather is very high and the latter shows no signs of a decline, as a study of the present and future conditions of the hide market reveal. If prices are not augmented, will the difference be taken out of the shoes? The tanner claims that he is now doing business at practically no profit owing to the condition of affairs which he is up against and the shoe manufacturer contends that he is facing a similar state of things. What will be the outcome?"

Some News and Views on Snappy Styles

CAN RAZOR TOES COME BACK ?

Some last makers on the other side, knowing that the high toe in men's footwear is declining in favor, are actually making an effort to re-introduce the sharp-pointed or razor toe, which was in vogue a number of years ago, and was responsible for more enlarged joints, bunions, corns and other foot ills than any type of last ever placed on the market.

"I do not think it will be a 'go' though," remarked a Canadian buyer, who said that the high, bold toes for women would not disappear yet for some time. The flat, receding toe might be popular for men, who preferred the custom last, straight cut, but for women the elevated toe, which came on the Canadian market some time later in female footwear than it did in men's, was bound to stay awhile. Heels would be a little lower and tops slightly higher in some instances.

A METROPOLITAN SLIPPER NOVELTY

The ornamentation of this slipper novelty was made by a firm of manufacturing jewelers, New York, for an exclusive shoe store in that city. The shoes are priced at \$100 for the



pair. The decoration consists of a solid mass of rhinestones in the form of a net, over black velvet, the body of the upper. In the manufacture of these slippers, six gross of stones were used on each exclusive of the heel ornament.

THE HALF-HIGH PATTERN

One of the new styles in women's shoes is a "half high" pattern, which is neither a low nor a high. It has eight buttons, and reaches far enough over the instep and around the ankle to suggest the ordinary high top boot, when worn with a dress skirt of moderate length. It gives the appearance of the high boot, but is believed to be as comfortable as an oxford, allowing the ankle plenty of freedom. If worn with gaiters these shoes will find a use, although they will not give the exposed foot the grace of the oxford or pump, and therefore are not suitable for wear with skirts of the present usual height.

SHOES WITHOUT SHANKS

Quite a few shoes are now being made without steel or wooden shanks, and in many cases the shank of the shoe is made as pliable as the sole. It is claimed that instances are on record where this flexible shank shoe has done away with foot ailments similar to fallen arch, and, while these shoes are mostly retailed under special names, one cannot but notice the larger number being manufactured each year, which indicates that the demand is increasing.

Wider shanks are also coming into more general favor. The public is recognizing the fact that the foot must have some means of support, and with this end in view the shank is made

wider in order to give a greater bearing surface for the foot. Some of the makers of custom lasts have taken this feature up very seriously, and the newer models are much broader in the shank than for some years.

THE STRAIGHT BUTTON GAITER

The straight button shoe, with overgaiter effect, patent vamp and fabric top, may not become popular, but is likely to



Men's gaiter boot, patent vamp, cloth upper, receding toe, flat tread.

be worn by some, as a novelty. In certain patterns vestings are shown as sewn over the vamp, giving the genuine gaiter effect. In other models the vamp overlaps the quarters.

High button oxfords—that is, an oxford with the semblance of a full front and convex cut, with six or seven buttons, are also being shown. There are many eccentric creations in tips, perforations, stitching, fudging and wheel effects, but Canadian makers are not likely to go to any extremes in this line. The demand for "millinery" is too limited except in the very large cities.

The "rocker" will not be taken up by Canadian manufac-



A woman's straight button gaiter, patent vamp, Cuban heel and white buck top

turers, except with the idea to "tone up" the line. Its curved tendencies look graceful but no one seems to want to wear "a rocker."

"BULL-DOG" TOE RETURNING

A New York correspondent writes the *SHOE AND LEATHER JOURNAL* as follows: In shoes, the big, clumsy, homely "bulldog"

toe is coming back, with the ready-made trade at least. But, as a rule, the man who takes pride in his personal appearance, who does not care to have his feet resemble those of a New York "cop" or London "bobby," sticks to the English last, with low, flat heel, giving greater security in walking, and moderately pointed, shapely toe. Shoe dealers tell me that they are selling just as many tan shoes as black ones now, and this is in accordance with the prediction made last October.

A STYLISH WOMAN'S SHOE—ONCE

No, this is not strictly a 1912 model, but this gaiter was "quite the thing" some thirty-five or forty years ago. It is a woman's shoe, size four, has a steel shank and a heel one inch in height. The toe is a straight box, the elevation being caused by an upturn of the insole. Some dealers in those days referred to it as the "puff" toe. The vamp and foxing are of enamel cow and the upper of champagne "kid." The shoe is



McKay sewn, with a fair stitch through the slip sole. The insole is of canvas. The edge trimming and half chain stitching around the vamp and on both sides of the front seam are features of the boot, which was formerly the property of Michael Gleeson, merchant, of Greenwood, Ont., but was presented by him to J. J. Farewell, a Toronto traveler, who prizes the curio highly.

MERRIMENT OVER "ROCKER" LASTS

"What do you gentlemen think of the "rocker," or spring toe lasts that are being shown for fall, and how many of you are going to carry it out?"

The question was asked by Joe P. Byrne, of John Kelly, Inc., after the business session of the Rochester Association of Traveling Shoe Salesmen last week in Rochester came to a close, and Ben B. Blythe has been assessed one story in order that he might be excused to keep an important engagement.

There was a general laugh, as the "rocker" last is looked upon as a joke by most Rochester shoe manufacturers and salesmen, says an exchange.

"Well, we decided to have nothing to do with it," remarked one salesman, "but later decided to put it in because we felt that the retailers would want to see it. We don't expect to sell it, but if a fellow doesn't have it retailers will think that he isn't up-to-date."

"We are going to have a 'rocker' last in the samples, not to sell, but to show why it shouldn't be bought," ventured another

roadman. "We don't believe women will wear them, and we don't want to sell anything that dealers in their turn cannot sell."

HISTORIC SHOE STYLES

The Greeks had their favorite styles in sandals and so did the Romans. There are century old sandals in the British Museum. In the Middle Ages the knights wore shoes of metal. They went to the blacksmiths for them, says an exchange. There were round toe shoes and square toe shoes. The Cavaliers in England wore pointed toed shoes and the Puritans, who were exactly opposite from the Cavaliers in as many fashions as possible, wore square toed shoes. During the Wars of the Roses, red roses or white roses were used for decorating shoes. Aeschylus, the Greek, set the fashion of high heels on stage shoes. He put heels on his heroes to make them nearer the stature of the gods. Louis IV. of France, wishing to look tall, wore high heel shoes, so that he could look his tallest guardsman straight in the eyes. His couriers did likewise.

WHAT WILL SELL THIS SPRING

"My idea is that tans of various shades will be strong sellers this spring, and the retailer who is alive will see that he is well supplied. Tan buttons, with moderately high heels, short forepart, ranging from twelve to fifteen buttons, will prove winners. You will also see a big demand for white goods and strapless pumps of all kinds, since we now have low cuts that will not slip at the heel or bulge at the shank," remarked a leading Canadian maker of women's lines this week.

It Pays To Insist On Fitting

"I always believe in making a person try on shoes before leaving the shop. There are some people who come in and ask for a certain size and width of shoe, and, if the article looks all right, they will say: 'Oh, I will not bother fitting the pair on. They will answer all right.' Now, it is poor business to allow such a person to depart. The shoe may not pinch or cramp the foot, but that does not imply a fit," remarked a London shoe man the other morning.

"It may be too full around the arch or enable the foot to wobble and slide all over. A boot that fits like a bag or sack will never look neat or dressy. No man would think of buying a ready-made suit of clothes by simply giving his chest and waist measurement, and remarking: 'Oh, I will take chances on the fit around the shoulders and the back.' Such a one would be deemed exceedingly short-sighted and utterly regardless of appearance. The same applies to a shoe. Giving the size and width does not ensure a fit. By all means use every argument in your power to have customers try on footwear."

At this juncture a lad entered and said that he wanted a pair of elkskin moccasins.

"What size?" inquired the shoe man. "Two," was the reply.

The boy took a look at a pair, handed over a dollar, which was the price, and told the merchant to do up the goods.

"You had better try them on first," remarked the retailer, "they may not fit."

"Oh, yes they will," answered the lad.

"Well, it will only take a minute or two to see," persisted the shoeist, and the youth consented. He found that they were too short, and the proprietor soon secured a pair of number three, of the same style. There were found all right, and the young caller departed in a happy frame of mind.

"Now, that exactly brings out the point I desired to emphasize," continued the merchant. "If I had taken that boy's word for it he would have gone home, put on the moccasins, and returned later in the day. We would perhaps be busy and would have to attend to him and exchange the goods. That would mean trouble for the boy as well as loss of time for us."

Make Friends With All Your Shoe Customers

Do Not Urge Him or Her to Buy Beyond Their Means—Perhaps Patrons Are Too Proud to Frankly Tell Salesman They Cannot Afford the Price—Bluff and Pompousness Are Poor Vending Assets

The following interesting comment on the danger of over-selling shoe customers is from a Manitoba man and contains good, timely advice:

It is a serious fault to force the customer by sheer strength of personality to buy something he does not want and is unsuited to his pocketbook. Overplaying salesmanship is the result of false ideas as to real trade building; and while approved of by many concerns, it leaves that "bad taste in the mouth" which should never be permitted by a house which builds on the rock of "popular favor." Not everybody has the money, particularly at this time when economy is necessary. Sell the customer good and reliable footwear; but do not urge him or her to overtrade, for he may be too proud to frankly tell the salesman he cannot afford the price.

Many salesmen have the habit of talking such "big things" that they overshoot the mark; the money in the pockets of the customer has, to them, no value; much like their own, for as a class they are liberal spenders. They overcraw the customer, who will not say no. It is comparatively easy to "get the customer on the run," and then sell him a far better shoe than he thought of buying; but he afterwards regrets his weakness, and human nature will make him put the blame on the salesman, rather than on his own inability to say no. For the enduring good of the business, build it safe and strong, be the friend of each and every customer, and do not sell him a \$7 or \$8 shoe when he can but afford one at \$4 or \$5. Do not run roughshod, for if you do he will be "sore" at the house ever afterwards.

The salesman is prompted by self interest to make his book is large as possible, and it is quite natural for him to want to sell

all he can; but there is a wise limit to the amount he should sell the customer, if it be desired that he remain a friend of the store. We advise that a feature be made of this point, and the salesman be urged to think of the interest of the customer in a sensible and practical manner. "Put yourself in his place," is a good rule by which the salesman is to judge his selling efforts; so long as he does this there is no danger of overdoing the selling. This point can also be epitomized by saying "know your trade!"

We do not want this article to be misconstrued, by using it as an excuse for negligence in selling the patron every dollar's worth of goods he should buy; but in the coming seasons there will be many men who will be obliged to economize, and I would urge all merchants to meet this condition with a friendly interest in the wants of their customers. Men with an assured income, or well-to-do, do not realize the importance of a dollar more or less, to the man who is a wage-earner—big or little—and it will be well to think about selling from this point of view.

Maintain the reputation of the store, by selling reliable shoes, but consider the requirements of every man who is a buyer, and do not take advantage of his timidity or weakness to oversell him. I have so often made this point, and it will never grow old.

Make a friend of every customer. Point out to him the profitable investment of good values so far as his pocketbook will permit. Win his confidence, by showing a friendly interest in his intended purchases; put him at his ease, and do not "run a bluff" on him from the time he steps into the house until he leaves it.

Be the first to make a feature of this friend-making system of selling only what the customer wants to buy, according to your best judgment of his financial ability or condition.

A WESTERN CANADA HOLIDAY DISPLAY



This inviting window trim was made at the Yuletide season by Messrs. Thom & Webb, proprietors of the Imperial Shoe Store, Edmonton, Alberta. Owing to the light effects the picture does not do justice to the unique decorative scheme.

The Happenings in Retail and Wholesale Circles

Readers Will All Find These Pages of News Jottings Interesting and Instructive—What Is Transpiring Behind the Counter, in the Towns, and Amid the Warehouses—Personal News and Views

George E. Boulter, Toronto, was in Rochester last week on a business trip.

The Standard Leather Packing Co., Limited have registered in Montreal.

W. B. Lawson, shoe retailer, London, Ont., has sold out to Johnston & Murray.

Louis Spevack, shoe dealer, Winnipeg, assigned a few days ago to C. H. Newton.

Israel Talbot, shoe merchant, Montreal, has assigned to V. Lamarre.

The National Shoe Retailers' Association will meet in New York city on January 24.

The assets of L. O. Girard, shoe retailer, Montreal, will be sold on January 24th.

The assets of Emile Trudel, shoe retailer, Quebec, have been disposed of.

Phaneuf, Larose & Co., wholesale shoes, Montreal, have registered in Quebec.

The Grand Trunk Railway is laying a switch from its main line to the tanneries of Beardmore & Co., at Acton, Ont.

H. L. Daville, representing C. Parsons & Son, Toronto, has left on an extended business trip throughout Western Canada.

James Davis, shoemaker, of Kingston, Ont., passed away last week. He was a well-known resident of that city.

A. J. Boyer, shoe man of Montreal, assigned recently. A meeting of the creditors was held on the 10th inst.

Wilfrid Therrien, footwear merchant Montreal, lately made an assignment to Bilodeau & Chalifour.

Alf. Snider, of Canada Felting Co., St. Jacobs, Ontario, was a visitor to Toronto last week.

Alfred O. Beardmore, of Beardmore & Co., Toronto, has been spending a few days in Chicago on business.

George J. Henry, shoe retailer, 926 College Street, Toronto, is retiring from business.

J. M. Henderson, of Henderson Bros., Port Arthur, was in Montreal and Toronto last week on business.

R. D. McLean, of McLean Bros., Red Deer, Alta., was in Toronto last week on business.

The partnership of Osborne & Clease, shoe retailers, Saskatoon, has been discontinued.

L. O. Girard, engaged in the shoe retail line in Montreal, has assigned to A. Desmarteau.

A. D. McGuire, who recently opened a small tannery in Wallaceburg, Ontario, is doing a rushing business.

William Hazel, dealer in boots and shoes, Gananoque, Ont., has made an assignment to W. T. Abbott.

Howard C. Blachford, of H. & C. Blachford, Toronto, left last week on a trip of inspection to Montreal, Quebec, New York, Boston, Rochester and other centres.

R. H. Greene, manager of the footwear department of the Gutta Percha and Rubber Manufacturing Co., Toronto, was in Montreal last week on business.

In the near future Calgary is to have another handsome \$100,000 building. It will be the home of the knights of the grip containing a club, a lodge room, hall,

and other features for the benefit of commercial men.

The Maple Leaf Shoe Company have dissolved. F. Saucier will continue the manufacturing business under the same name in Montreal.

Clayton Hurlbut, of the Hurlbut Co. of Preston, has returned from a successful business trip to Boston, New York and other American centres.

J. H. DeWolfe, shoe dealer, of Gananoque, will remove into his new store in the Rogers Block in that town as soon as it is ready for occupation.

The United States Rubber Company has declared a quarterly dividend of 1 per cent. on the common stock, the same as three months ago.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, Waterfoot, England, who has been on the sick list for a few days, is able to be around again.

L. J. Iles, formerly assistant in the sample room of Blachford, Davies & Co., Toronto, has been appointed to a position on the road. He will cover the ground between Toronto and Kingston.

Thorntons, Limited, hide dealers, are drawing plans for a new addition to their main warehouse in Brantford, Ont. This company operates branch houses in the most important markets of Canada.

Heads of large St. Louis shoe manufacturing concerns, discussing an Associated Press despatch from Brockton, saying that an advance of 50 cents a pair in the wholesale price of shoes was likely, said the price would not be advanced by St. Louis manufacturers.

The stock, with fixtures, of Smith Bros., shoe retailers, of Hamilton, who recently made an assignment, was sold by the assignee, W. G. E. Boyd, to Smith & Rickards, of Hamilton, at 75 cents on the dollar. The liabilities were about \$5,000.

In a blaze which broke out at the rear of the Cawker Block, in Bowmanville, recently, and did damage to the extent of \$5,000, the shoe store of Fred R. Foley was somewhat damaged by smoke and water and had a close call.

Fire last week destroyed \$8,000 worth of stock of a men's furnishing and shoe store kept by F. and F. Henderson in Perth, Ont. R. W. Croskery's boot establishment was badly damaged by smoke, as was the Odd-fellows' Hall above. All losses are covered by insurance.

After being confined for two weeks suffering from hardening of the arteries and heart trouble, Charles H. Land, an employe of the Toronto Globe for thirty years, died last week. Mr. Land, who was sixty-two years of age, was born in Elora, where he was in the shoe business for a number of years. For a short period he lived in Cleveland, Ohio, and came to Toronto in the fall of 1882.

L. C. Jones has acquired the interest of N. P. Appleton, who was his partner in the Gray Pattern Company business, Montreal. Mr. Appleton has returned to Brockton, to take charge of his father's business.

Mr. Jones will continue to give a specialized service to manufacturers.

W. S. Shore, who was formerly in the shoe business in Stratford, Ont., has joined with Ed. Paff. The new firm will occupy a new store on Downie Street at an early date. Mr. Paff will remove his present stock to the new stand. Many friends will wish the firm every success.

George Cain, the nine-year-old son of George Cain, of Toronto, general sales manager for the Miner Rubber Co., had his leg broken in two places recently while standing at the foot of the toboggan slides in High Park. The lad was run into by a toboggan, and will be in the hospital for some weeks.

Eighty dollars a square foot is the latest and highest offer ever made for property on St. Catherine Street, Montreal. This offer has been made to George G. Gales, shoe retailer, for his property situated at 481 St. Catherine West. Mr. Gales refused the offer, and says: "I consider my property worth \$100 a square foot."

Fire broke out in the basement of the shoe store of B. H. Greenwood, of Stratford, a few days ago, and for a time threatened the destruction of the building. Prompt work on the part of the fire department prevented the spread of the flames, which did damage to rubbers, shoes and a shoe repairing outfit to the extent of \$1,000.

At the annual meeting of the board of directors of the Canada Credit Men's Association, Toronto, J. A. McLaren, of McLaren & Dallas, wholesale shoe dealers, was elected chairman of the Committee for the Prosecution of Fraudulent Debtors. A. R. Clarke, of A. R. Clarke & Co., Limited, tanners, Toronto, was made vice-chairman of the Entertainment Committee.

At the last meeting of the Boot and Shoe Workers' Union, Local No. 412, held in Montreal, the yearly report of the officers was adopted and a vote of thanks was passed to them for their good work. During the past year, by arbitration and conciliation, increases in wages was secured from several large firms. The following firms have an agreement with the Boot and Shoe Workers' Union: Ames, Holden McCready, Rideau Shoe Co., Eagle Shoe Co., J. & T. Bell, and George A. Slater.

Charles F. Holl, of the Boot and Shoe Workers' Union, Toronto, is the president of the Independent Labor Party executive. W. Brown, of the Boot and Shoe Workers' Union, has been made financial secretary. The Labor Party has decided to proceed at once with the organization of ward associations similar to those of the old party lines. The executive will prepare a list of the members in each of the wards in Toronto, and formulate definite plans for the future.

The fourth number of "Foot Prints," a bright and well illustrated publication, issued by the Canadian Consolidated Rubber Co., Limited, Montreal, is to hand. The booklet contains many helpful hints on salesmanship, store management, and merchandizing methods. The last edition is replete with information on felt footwear.

Any shoe man handling rubber or felt goods, who is not now on the mailing list, may have his name placed there on request, and can also obtain all previous numbers.

Two brothers, Gus and Henry Lodine, 100 Front Street West, Toronto, were charged in the police court recently with stealing a number of pairs of shoes from the Brockton Shoe Company, Toronto. They had been engaged to remove the waste paper from the store by the rear door. In the absence of the clerks they managed also to remove the boots, but shortly afterwards a detective who had been watching their operations, arrested them. Gus was sentenced to 15 days' imprisonment and Henry to 50 days.

Sudden Death of Mr. Phelps



Death came with startling suddenness to George Wm. Phelps, 237 Borden St., Toronto, on Jan. 14th. He retired in his usual good health, and was taken with a chill during the night, which was followed by a hemorrhage.

He passed away at an early hour in the morning. He was twenty-four years old, and for nearly eight years had been employed in the wholesale boot and shoe warehouse of McLaren & Dallas, Toronto, where his willing, obliging disposition and bright, cheerful manner endeared him to all. General regret is expressed among his associates at his untimely end. Mr. Phelps was married only six months ago. The funeral took place from the residence of his parents, Mr. and Mrs. F. H. Phelps, 260 Palmerston Avenue, Toronto, and was attended by many representatives of the trade. Interment was in Mount Pleasant Cemetery.

No Club Life For Them

Jackson Johnson and Henry W. Peters, president and vice-president, respectively, of a new twenty-five-million-dollar shoe company, in St. Louis, have announced that they will give up all active connection with the clubs to which they belong "because sociability interferes with business." Johnson will resign from four organizations, and while Peters will hold his memberships, he says he will take no part in club life. "I have found that if a man goes out much at night he is not himself the next day, no matter how temperate he may be," said Johnson. Johnson says he will quit playing golf, too.

May Give Placing Discount

There is considerable speculation as to what lines the various rubber manufacturing companies will follow in connection with the preparation of their price lists for spring, which will be out in a few weeks. It is said that prices in all lines of rubber footwear are likely to advance from five to ten per cent., as the goods were marketed on too close a margin last year. Net prices will probably be adhered to by all the companies. It is reported that one or two of the independent concerns who gave a trade discount last year will not follow this plan during the coming one, but will give five per cent. off the list for orders placed in March or April. This method was not adopted last season. Giving a placing concession of five per cent. appears to be generally in favor in order to

secure a big volume of business early and not have the rush on so late as it was during 1911, when retailers, having no inducements to buy, delayed placing their bookings, and then handicapped the companies by all wanting their rubber orders filled at once.

"Honest" Shoe Making

A shiftless colored boy in Alabama, after being caught in a number of petty delinquencies, was at last sentenced to a short term in the penitentiary, where he was set to learn a trade. On the day of his return home he met a friendly white acquaintance, who asked: "Well, what did they put you at in prison, Rastus?" "Dey started in to make an honest boy out'n me, sah." "That's good, Rastus. I hope they succeeded." "Dey did, sah." "And how did they teach you to be honest?" "Dey put me in de shoe shop, sah, nailin' paste-board soles on to de shoes, sah."

Veteran Leather Man Dies

There died recently at his home in St. Lambert, Montreal, Piers Locke, aged 72 years. He was a native of Lockport, N. S., and started in the leather business in Montreal as Black and Locke, in 1869. He retired some years ago and had since lived quietly at his home in St. Lambert. He leaves a widow, three sons (one of whom is Ralph Locke, of Dufresne and Locke, shoe manufacturers, Maissonneuve) and five married daughters. The late Mr. Locke was highly esteemed by a wide circle of friends.

Over 100 New Shoe Factories

The 1912 "American Shoemaking Directory" shows that over 100 new shoe factories have been established during the year of 1911. This handy little directory contains full information regarding all shoe factories in Canada and the United States, giving the kind of shoes made, capacity, names of superintendents, buyers, etc. A new feature this year is the addition of 10 maps, showing the location of shoe factory towns and cities. It contains a large amount of valuable information, is vest pocket size, measures $2\frac{3}{4} \times 5\frac{1}{2}$ inches, is bound in red leather, and sells at 2.00 each. It is published by The Deming and Rogers Publishing Co., 683 Atlantic Ave., Boston, Mass.

A Wonderful Nailing Machine

Joseph McCully, retail shoe dealer, of Elora, Ontario, has secured the Canadian agency of the Crow Nailing Machine, the latest improved nailer for shoe repairing. The machine is made by the Specialty Shoe Machinery and Tool Co., of St. Joseph, Mo. It is claimed that it will do every kind of nailing that a shoemaker can do by hand and in two-thirds less time. It has a quick-change device for surface and counter nailing, and will nail heels as well as soles. It carries four sizes of nails at once, using all lengths from $2\frac{1}{2}$ to 8. Mr. McCully reports that he has sold six of these machines, and they are giving the greatest satisfaction. The machine is of much interest to the trade, and particularly to repair men. They are operated by foot power only, and are guaranteed in every respect.

Visitor From the West

J. P. Archibald, of Victoria, B.C., was in Toronto and Montreal recently on business. Until a few months ago he and his brother William, who are former residents of Truro, N.S., conducted a successful retail shoe store in the capital

of the Pacific Coast province under the name of the Baker Shoe Company. The business was established by J. H. Baker about a quarter of a century ago, and afterwards turned into the Baker Shoe Company, being purchased by the Messrs. Archibald some four years ago. They sold out recently to Mutrie & Son, who went into the shoe line in September last. They have moved the stock to the store occupied by them. Martin Mutrie and his son Lloyd, came to Victoria from Brandon, and are building up a fine trade in the footwear line. William Archibald is at present on their staff, and J. P. Archibald will likely represent several eastern manufacturers in the West.

A Successful Ontario Tanner



The new vice-chairman of the tanners' section of the Toronto Board of Trade is John Sinclair, who for a number of years, has been manager of the Barrie Tanning Company, one of the flourishing industries of Bar-

rie, Ont. The company, since their reorganization nine or ten years ago, have made great advancement. In 1910, they completed a finishing room 100 by 50 feet, five storeys high. Last year a large hide house was built, and other improvements are now in contemplation. Previous to taking up residence in Barrie, Mr. Sinclair learned the tanning trade in Hastings with J. Welsh, and was afterwards in business in Uxbridge for some time. He is a brother of Alex. Sinclair, who is tannery superintendent at Barrie. The company make all kinds of staple, fancy, bag, strap, case, trunk, shoe, bridle and other leathers, and are widely known for their book binders' leathers and specialties. The company have a warehouse and salesroom at 51 Front St. East, Toronto, under the direction of G. A. Bickell. Mr. Sinclair is one of the quiet, solid substantial citizens of Barrie, and has a wide circle of friends in all branches of the leather trade. He is a frequent visitor to the important leather centres in the Eastern States.

Would Tax Catalogue Houses

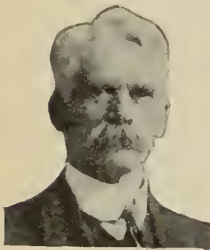
William Proudfoot K.C., of Goderich, M.P.P. for Centre Huron, will introduce a bill at the approaching session of the Legislature, which will provide for the taxing of mail order and catalogue business done in all towns and cities by departmental stores situated in some other town or city. The Board of Trade of Goderich took the first action on the matter, and asked Mr. Proudfoot to introduce the bill. Details of the scheme have not been worked out, but it is proposed to make the tax equal to the average taxes paid by ordinary retail businesses. It is claimed that the business done by the large departmental stores through catalogue and mail orders is unfair to smaller local merchants.

Teaching the Boys Shoemaking

The headmaster of one of the St. Pancras schools of the London County Council has proposed a useful and practical addition to its teaching. He proposes that the boys should be taught shoe repairing during school hours. Last year 100 pairs of boots were supplied to children attending this school, and it would be a benefit to the children to be able to do the repairing themselves. Both the headmaster and the

assistant master have had experience in the bootmaking trade, and could teach its rudiments. The education committee has been recommended to approve of the scheme, and to vote \$5 towards the necessary outlay for tools, and a private subscription of \$5 has also been received. If this scheme succeeds, it is proposed to extend it to other of the London County schools, as being a practical and educational branch of teaching.

Mr. Lamb on Leather Outlook



John J. Lamb, the retiring chairman of the tanners' section of the Toronto Board of Trade, is senior member of the firm owning and operating the Omemee tannery. They are manufacturers of harness and collar leathers.

Harry Lamb is associated with his father in the business, which is one of the most flourishing in Ontario. In his recent address as retiring chairman at the tanners' annual meeting, Mr. Lamb reviewed the situation of the past year. He said: "During 1911 manufacturers in general in Canada had a busy year. Immigration will show a record with probable yearly increase for a long time in the future, which, accompanied with agricultural prosperity, will ensure continued activity. While adverse circumstances of different natures affected the crops in most sections of the Dominion, the aggregate yield has been the largest in the history of the country, and the high prices prevailing for all descriptions of agriculture products must have a good effect on the business situation."

"In the tanning business the year 1911 opened with lower prices for hides, but during the year there have been steady advances, with but slight fluctuations, and at the present time record prices prevail, the figures being from three to four cents per pound higher than one year ago. In mentioning high prices of hides at present we must also remember that quality at this season of the year has very much deteriorated. There appears to be a shortage of hides in all the large markets of the world. There has been a decrease in the slaughter of over 425,000 cattle in large centres of the United States from the first of January to date, compared with last year. Tanning materials also continue at a high level of prices, and marked advances in all classes of leather are imperative in the near future.

"The tanning industry, exacting as it is, and requiring the closest attention in all the different stages of its manufacture, does not yield profits commensurate with the large capital required in the business nor as good as those of most manufacturers in other lines of business."

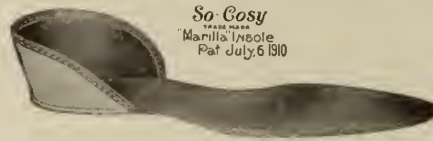
Canada Wanted To Get Back

At the annual dinner of the Shoe Manufacturers' Association, held last week in New York City, Dr. J. A. Macdonald, of Toronto, editor of the *Globe*, one of the speakers, deplored the fact that the move for a reciprocity agreement between the United States and Canada had come to naught. "Arrange your tariff any way you please," he said, "only make it easier for both countries to buy. The main reason why Canada turned down the reciprocity agreement was because Canadians wanted to get back at the United States on the tariff question. They know they lost by not having a reciprocity agreement with

you, but they have got along all right notwithstanding the tariff, and they are willing to pay for it now." The speaker urged that the United States and Canada should stop the influx of Orientals, which action, he said, would be to the interest of both countries.

The New Marilla Insole

one of the newest findings on the market is the marilla insole, which is the invention of Mrs. Metcalfe, a lady residing in Galt. The Hurlbut Co., of Preston, are now turning out large numbers of them. The insole and counter are of velvet. The pile of the velvet prevents the foot and heel from slipping.



They can be easily inserted in pumps and slippers of all kinds. They are now being handled by progressive retailers and are giving satisfaction. When put in the shoe they always keep the foot in place, thus affording comfort and ease to the wearer. The accompanying cut gives a good idea of the shape of the insole. The inventor claims they are what women have been looking for for a long time. They may also be worn by men.

Organize Hockey Team

The employees of A. R. Clarke & Co., Limited, tanners, of Toronto, formed a hockey club at a recent meeting held at their club rooms. The team, which is entered in the Riverdale Manufacturers' Hockey League, hopes to give a good account of itself this season. The following officers were elected: Hon. president, A. R. Clarke; hon. vice-president, J. Ross; hon. second vice-president, C. E. Howarth; hon. treasurer, H. A. Sailor; president, G. B. Clarke; vice-president and manager, Alf. Collins; secretary-treasurer, H. H. Diggon.

Unique Hockey Shoe

A hockey shoe that has made quite a hit where shown is one patented by the Rock Shoe Mfg. Co., Quebec, and here illustrated. In general appearance the shoe itself is like others. But there are unique features. The ankle support within the shoe proper is not laced. Two straps are attached to the ankle support. The smaller



of the two is attached to the left side of the ankle support at a point over the instep. It is carried to the right side of the foot, passed through a slit in the support, and another in the shoe itself, the latter under the eyelet holes, and fastened to the lower part of a double buckle, which takes

the place of a regular buckle on this particular shoe. The long strap is attached to the right side of the support, over the instep, and crosses to the left side, through a slit in the shoe, below the eyelet holes, down to a prongless buckle. It is pulled tight, not fastened, and carried over the shoe, after the shoe has been laced, and fastened to the top part of the double buckle on the right side of the shoe in the same manner as a regular hockey boot strap.

Selling Shoes in Early Days

John James Farewell, he of the good Scriptural Christian name and "Uncle Sam" appearance, believes that he is the oldest shoe traveler in the Dominion. If there is another who has been on the road for as many years spent exclusively in vending shoes, Mr. Farewell would like to hear from him. He was born on New Year's Day, 1847, and how old he is the reader will have to figure out. He has a son, Lancelot Farewell, who is also in the shoe line, residing in Winnipeg. "The boy" stands about six feet three, and weighs nearly 250 pounds, yet his friends have christened him "Tiny." Mr. Farewell, senior, is of English extraction. The family name and associations are historical in East Whithy township, where the grandfather located over a hundred years ago, and had the honor of naming the present flourishing town of Oshawa.

John James Farewell began his career in a general store in Brampton, and secured his first job on the road with the J. D. King Company, then Damer, King & Company. This was on April 1st, 1871. He remained continuously with that concern, with the exception of a short time spent in the flour business, until it ceased operations, some five years ago. There were few railroads in Canada in those early days, and outside of G. T. R. line and a few branches, many towns could not be reached except by driving. When a traveler took out his samples there was no such a thing as coming home at the end of every week. He stayed away until his trip was finished. Mr. Farewell visited eastern Ontario and Quebec, and first opened up the Maritime Provinces for the King Company. When he joined the staff there were only two road representatives, and he saw the number grow to twenty-one. Five years ago he became identified with D. D. Hawthorne & Co., Toronto, and to-day covers the territory north and north-east of Toronto. Mr. Farewell can recall many reminiscences of the historic days in eastern Ontario. There are only a few retailers of the early seventies. When the King Co. introduced half sizes, cartons, the branded shoe and other innovations there was great interest aroused in the trade. Boots were sold in those times by the merchant placing them on the open shelf to collect dust and dirt, or they were put in huge bins, all pairs being fastened together by a cord. The trunks, which a traveler carried, were huge, clumsy affairs, with no interior conveniences like those of the present day. Such a thing as excess baggage was unknown. A man could take along as much paraphernalia as he pleased, and no questions were asked about extra charge.



Among Canadian Factories and Tanneries

Several Concerns Are Planning Extensions—Additional Equipment Being Installed—
New Companies That Have Begun Operations—Changes in the Manage-
ment of Several Concerns—What Producers Are Doing

QUEBEC



Tourigny & Marois have dissolved partnership, Paul Tourigny leaving the business. A. E. Marois will continue under the same style. Under the management of "Fred" Marois this factory has developed remarkably,

and their jobbing trade has grown splendidly.

Frank W. Knowlton, manager United Shoe Machinery Company of Canada, Montreal, was in Quebec recently.

Practically all of the factories in Quebec will show high toes for fall, 1912. A few samples with receding toes will be shown.

J. H. Hamilton, managing director J. B. Blouin, Limited, Levis, was in Montreal in January.

There has been a particularly large quantity of box kip and calf used by local manufacturers in the year past.

Lucien Borne says that more kid is being used per month this year than in any of the past twenty-four months, and manufacturers substantiate this statement.

Several changes have been made in the arrangement of their offices and sample rooms by J. B. Blouin, Limited, Levis, renovating them. Several new machines were added in the factory recently.

The "gaiter" shoe is being shown by several Quebec makers, but they do not consider the shoe a good one to push. They are putting it before those buyers who want something out of the ordinary, and are content to take chances on its giving satisfaction.

"We hope to have samples of fall lines ready for inspection by the jobbers February 10th," said Louis Gauthier, "but it may be a few days later, February 15th. We are extremely busy on spring delivery orders, and this makes it difficult to get our samples out."

Button shoes for men have been strong sellers, according to one Quebec manufacturer, who does business all over Canada. Next spring will see a lot of them worn. Four and five-button oxfords are especially strong, far outselling the two and three-button styles that were popular.

The O. B. Shoe Company, Limited, Drummondville, Quebec, have been granted a charter. The capital stock is \$100,000. The company are now fully organized, and plan to make three thousand pairs a week. Their specialty will be men's Goodyear welts. The company report bright prospects.

It is with a good deal of pleasure that manufacturers note the gradual tendency toward saner styles. Freak styles are unprofitable for everyone concerned, and at best serve only for a season or two. Extremes are best avoided. It is a matter of education to convince consumers that staple styles with minor changes from time to time are best in the long run, from a price and comfort standpoint.

"I have considerable trouble with cer-

tain of my men who are addicted to drink," said a provincial maker of shoes the other day. "but I induced them to cultivate the habit of eating chocolates whenever thirst made them wishful of a satisfaction for the craving. For the past several months half a dozen of my men have been eating candy quite regularly, and none of them have lost a day." Here's a tip for those who want to use it.

J. B. Blouin, Limited, Levis, has been finally reorganized. Directors are: J. C. Blouin, president; J. H. Hamilton, managing director; O. Bernier, secretary; Lucien Borne and Wm. Davidson. The company employ 125 hands, and will make a line of wets for men, boys, youths and little gents, as well as their usual range of staples in peg, standard screw and McKay. They will cater to the jobbers, as in the past.

Alexander R. Drysdale, secretary the John Ritchie Co., Limited, has resigned from the firm with which he has been connected for thirty years. His wife has been in poor health for some time, and Mr. Drysdale has retired in order to go to British Columbia to live in a more agreeable climate. Mr. Drysdale is known to the trade in all parts of Canada, especially to the jobbers, upon whom he has made many and many a call. J. E. Warrington succeeds Mr. Drysdale as secretary, and will look after inside work he formerly did, while B. W. S. Martin will look after the sales work formerly attended to by Mr. Drysdale.

MONTREAL

As an inkling of the regard in which Canadian-made shoes are held these days, a short time since, the Macfarlane Shoe Co. received a large order for children's shoes from a well-known Montreal retailer. This order formerly went to the States. And yet people say American shoes can beat our own product. Perhaps in some cases, but watch Canadian factories from now on.

All the sales offices are happy, except for the ever-lurking fear that delivery may be delayed in some cases. Work their hardest, it seems an almost superhuman task to get the vast accumulation of orders in many factories out on specified dates, yet if brain and effort will do it, the thing will be done. Shortage of labor is a problem in some factories, and an anxious one at that. What is the solution?

Business is booming in practically every factory in town. These days about the only place a caller can catch any of the sales managers of Montreal factories is right among the men, keeping an eagle eye over the details of some particular order being wanted in a hurry. Superintendents and foremen are looking preoccupied, and they have enough to worry them, in all conscience.

The Superintendents' and Foremen's Association recently formed here should prove an excellent thing from every point of view. Good workers will be known as such, and poor men floating around here and there will be catalogued according to their abilities, and treated as circumstances dictate. Thus will one thorn in the side of many a manufacturer be pulled out. It

is to be hoped the interest will only grow apace. Not only on the protective side, but in a social, technical and personal way will the meetings be of great benefit to all concerned.

Of late the fire fiend seems to be on the track of Montreal shoe manufacturers. Only a short time since the Tetrault Shoe Co. suffered considerable damage, which, however, will not put them behind more than three weeks on delivery; then James Robinson's warehouse had a very slight baptism, very little damage being done; more recently some of Daoust, Lalonde & Co.'s stock was slightly damaged through the bursting of the automatic sprinklers, a complaint kindred to fire. Luckily small lasting damage was done in any of these cases, and work is now going on practically undisturbed.

ONTARIO

Edw. Cox, of the United Shoe Machinery Company, Boston, was in Toronto last week on business.

Charles F. Hays, superintendent of the Aylmer Shoe Company, Aylmer, Ont., was in Toronto recently calling on the trade.

The Berlin Felt Boot Company, Berlin, are rushed with business, and have installed a pulling-over, a No. 5 U.S.M. lasting and other Goodyear machines in order to give increased output.

John Evans, superintendent of the new harness factory of Beal Bros., Toronto, was pleasantly surprised recently when the employes presented him with an appreciative address and a gold signet ring.

W. E. Wilson, late foreman of the Goodyear and turn departments of Getty and Scott, Galt, has resigned. J. Houlihan, formerly of Toronto, late of Rochester, N. Y., has assumed charge of these departments.

The Aylmer Shoe Co., of Aylmer, Ont., at a recent meeting of the board of directors, decided to market their product exclusively through jobbers. They will no longer go direct to the trade as formerly.

The firm of Charles A. Ahrens & Co., Berlin, may erect a large addition to their factory during the coming year. The company have been very busy during 1911, and the volume of business shows a gratifying gain over the year previous.

The Elkman Shoe and Supply Company is the name of a new industry which has been established in Brampton. George L. Williams, president of the Williams Shoe Company, of that town, is the manager, and his sons will carry on the business.

Valentine & Martin, of Waterloo, have recently increased the capacity of their factory by installing a rapid standard screw machine. The factory has enjoyed an exceptionally busy season. Mr. Valentine was recently in Toronto on business.

H. E. Burnham, late of the Niagara Shoe Company, Buffalo, has been appointed superintendent of the shoe factory of the J. W. Hewetson Co., Limited, Toronto, and has entered upon his duties. The company have recently added several new machines, and are running overtime to keep up with their orders.

Rivett & Stephens, who conduct a shoe repairing business at 1088 Bathurst Street, Toronto, and a shoe store in Wychwood, have leased a flat in the building formerly occupied by the Victoria Shoe Company, at 122 Adelaide Street West, Toronto, and will make boys' and youths' nailed work

and McKays. The company are capitalized at \$10,000, and have begun manufacturing.

Petrolia expects to land a \$40,000 shoe manufacturing company. Plans are now under way which, if they materialize, will result in the town securing the industry.

D. B. Detweiler, vice-president of the G. V. Oberholtzer Co., shoe manufacturers, of Berlin, is chairman of the Canadian Great Waterways Union. He has prepared an interesting pamphlet on the Inland Waterways of Canada, advocating ocean navigation via the St. Lawrence and deeper Welland Canal route. He declares that the Georgian Bay Canal scheme is impracticable.

F. Stewart Scott, a member of the firm of Getty & Scott, shoe manufacturers, Galt, who was recently elected mayor of that enterprising town by acclamation, in his inaugural address outlined many reforms and progressive moves, including street delivery of letters. Mayor Scott has for five years been a member of the municipal council and in that time such has been the measure of confidence reposed in him that he has never had a contest. He was one of the reeves last year. He is a Galt boy, born and bred.

The United Shoe Machinery Co., corner of Duncan and Adelaide Streets, Toronto, will shortly remove from their present premises to 122 Adelaide Street West, where they will occupy two floors in the building lately tenanted by the Victoria Shoe Company. Alterations are now being made, and in the new quarters, the company will carry a large stock of shoe findings and machine parts. The removal will take place at the end of the present month.

The W. B. Hamilton Shoe Co., Toronto, have issued an artistic and admirably illustrated catalogue, setting forth the various styles of the Model Shoe. The company, who state they are the largest combined manufacturers and jobbers in Ontario, publish attractive pictures of their warehouse and factories, while on the frontispiece is a halftone engraving of the late W. B. Hamilton, who established the industry in 1862.

A Newmarket, Ont., despatch says: The recent vote gives assurance to the proposition to double the capacity at the Davis tannery. There were 492 votes cast for the by-law to give the company a fixed assessment of \$20,000 for ten years, and 14 votes against it. The number of the qualified voters was 618; necessary to carry the by-law, 371, being 121 more than required. A majority of 478 property owners in Newmarket gives unmistakable evidence that the town is united in fostering industrial institutions. The plans are almost ready for the new tannery. It will be located immediately south of the present tannery, four stories high. Work will begin as soon as spring opens. This means fifty more employes, with constant work.

Beardmore & Co., 39 Front Street East, Toronto, have taken in the space formerly occupied by Warren Bros. & Co., which will afford them double flooring area. The sole cutting department has been removed from the top floor to the basement. The enlargement will give the Beardmore Belting Company more room for their offices and shipping department on the ground floor, while the remainder will be devoted to shipping purposes by Beardmore & Co. The first floor will be entirely used by Beardmore & Co. for their general offices, sales and order department. The upper leather, findings and cut sole stock room will

be on the second flat as well as welting, and the factory of the Beardmore Belting Co. The third floor will be used as a sorting room for the cut sole and counter departments of Beardmore & Co.

Another vigorous industry that has not made "much noise" since it was started last August is the Dominion Shoe and Slipper Company, which is located in Berlin. This company, under the management of Harvy Graber, is manufacturing no less than two hundred different styles of boots, shoes, slippers and felt goods, which have been successful on the market in securing ready buyers. The firm is busy

T. W. Hart, who has just returned from a successful business trip through the Maritime Provinces in the interests of the Nugget Polish Co., of Toronto, leaves next week on an extended tour of the Prairie Provinces. He will go as far west as Victoria. Mr. Hart has been with the Nugget Polish Co. some fourteen years, two of which he has spent in Canada. He



is a good salesman, and covers territory rapidly but thoroughly. The Nugget Company recently increased the size of their tins of polish, and report an unprecedentedly brisk demand from the trade for their justly celebrated preparations. A record business was done last year in Canada under the management of W. F. McNeill and staff.

getting out samples for the fall trade, and preparations are being made to employ between 20 and 30 hands in a few weeks. The samples reveal splendid quality, and excellent workmanship. The future of the industry is most promising.

A despatch from Truro, N.S., says: New machinery is being placed in the Durkee shoe factory and still more to come, a new welt tacker and a new rapid standard screw machine to replace the old one. The capacity of the new machine is 100 per cent. above the old one. As this class of work is rapidly increasing, one of the Hercules Leveling Machines will soon be installed, and there has also been a fire escape placed on the back part of the building. There have been important changes in the working force. James Campbell, a Lynn expert, and quite recently associated with P. G. Harvey & Co., of Lynn takes charge of the lasting and bottoming department. Chandler Parker has charge of the finish-

ing department and E. M. Gallagher has charge of the treeing and dressing department.

The Lang Tanning Company, Limited, of Berlin, Ont., have erected extensive additions to their property during the past year which have made their tannery one of the best built and best equipped, not only in Canada, but in the United States. The company are now the largest exclusive harness leather tanners under the British flag, their present capacity being 1,000 sides of harness leather per day. All their buildings are admirably laid out, and are constructed of steel and built according to the specifications laid down by the fire underwriters. The past year was certainly one of extensions. They consisted of a three-storey brick building, 264 feet by 40 feet wide, and a four-storey concrete structure, 80 feet by 64 feet. These two buildings are used for dressing and finishing leather. A concrete tan yard, 274 feet by 64 feet and another 235 feet by 102 feet, as well as a concrete addition to the beam house, 136 feet by 35 feet were also constructed.

The new extension to the factory of the Kaufman Rubber Company, Berlin, is now completed, and will double their capacity. The addition is of mill construction, built of steel and reinforced concrete. It is 60 feet wide by 120 feet long, and consists of four floors and a basement. There is an abundance of light on all sides, and the ceilings are fifteen feet high. The basement is used for supplies of every kind, the first and second floors for stock rooms, the third for the cutting department, and the fourth for shoemaking. The floors are all of concrete covered with hardwood. There is an overhanging shed at one side where the railroad siding communicates with the mill proper and the warehouse. There are two elevators, constructed against an outside wall. Fourteen solid concrete pillars on each flat support the overhead floors. The building is heated throughout with hot air by means of the fan system. The first pair of rubber shoes was turned out by the Kaufman factory on December 12th, 1908, and the capacity with the added equipment, is now 8,000 pairs per day. About four hundred hands are constantly employed. Aluminum lasts are being used in the making of several lines of rubber footwear, it being claimed that they are more uniform in shape, and do not shrink as some hardwood lasts do, after a certain amount of usage. The factory has been exceptionally busy all the year.

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Many Shoe Manufacturers Were Heard

Prominent Montrealers Gave Interesting Evidence Before the Commissioners in U.S.M.C. Inquiry—The Hearing Will Be Resumed on 25th—Mr. Holden Defends the Company's Course

The Commission hearing evidence in the United Shoe Machinery inquiry held several sittings in Montreal last week, and adjourned for a few days, awaiting the presence of some witnesses. The hearing will be resumed on January 25th in Montreal, after which the board will go to Quebec.

Joseph Daoust, of Daoust, Lalonde & Co., Montreal, stated that the "tying" clause in the contracts or leases of the U. S. M. Co. was a real restraint to industry in so far as it was a perpetual tying clause. It being made for a term of twenty years, it was renewed whenever a firm changed name or hands, at each change the contract having to be renewed for twenty years, even if nineteen years of the first contract had expired. Mr. Lalonde declared that he considered that clause as a barrier to competition in the machinery business, as it was impossible for any other concern to introduce new machinery in the market. He thought that in some instances there were some pieces of machinery that could possibly do better work than those supplied by the U. S. M. Co., but that he never attempted to try them, nor did he take the trouble of inquiring as to their mode of operation as he felt it was a pure loss of time since he was tied hand and foot to the U. S. M. Co.

Under the cross-examination by Mr. T. C. Casgrain, K.C., Mr. Daoust said that most of the machines in his plant were under lease and that he had no option. The percentage of machines he owned was rather small, and it was impossible to acquire more, because of the tying clause of the leases by which the machinery supplied by the company could not be used in connection with machinery supplied by other firms. Witness added that in his interpretation the clause was tying and he did not care to test it since he had seen a few instances of trouble to the manufacturers who had attempted to fight the machinery company.

Machinery is Barred

Mr. Daoust mentioned especially a heeler and a pegger, manufactured by Mr. Caron, which could be used with advantage, and which were barred out of witnesses' factory owing to the tying clause. He never tried those machines because he thought it useless. The U. S. M. Co. did not compel the manufacturers to lease machines which were useless, and as a rule all the machines in his factory were kept busy.

There was a sharp argument between Mr. Falconer and Mr. Casgrain, when the latter wanted to produce a resolution of the shoe section of the Canadian Manufacturers declaring that the system of leasing machinery, as carried on by the U. S. M. was profitable to the local industry, and Mr. Falconer won his point that such resolutions could not be produced as evidence unless each of those who signed them were called in the box as witnesses and explained their reasons.

Mr. Daoust explained that representatives of the U. S. M. Co. had interviewed the officials of the association with a view to remove the clause now complained of in the contracts of lease.

Satisfied With Their Dealings

Rufus C. Holden, vice-president of the Ames-Holden-McCreedy Company, was an-

other witness. Mr. Holden said his concern had been thoroughly satisfied with the dealings it had had with the United Shoe Machinery Company. He thought one shoe machine company could handle the business of Canada, and that competition was not necessary. As a matter of fact, competition existed in the shoe machine market because English firms were selling machines here. His firm was not interested in them, however.

"Simply because you are not free to buy them," said the lawyer for the complainant companies.

Mr. Holden acknowledged that under the contract they had with the United Shoe Company they could not buy outside machines. Anyhow, they did not want them.

Mr. Holden was asked whether a man who invented an improved machine would have anybody else but the United Shoe Machine Company to whom he could sell it, and he answered: "I judge not."

"Is not the present situation likely to discourage inventions?" "It is merely a matter of opinion, but I think it would," said Mr. Holden.

Secured Outside Machinery

Geo. A. Fortin, of the Scout Shoe Company, Limited, was on the stand. He said that his company was operating throughout with machines secured from independent companies and that they considered they got better results in this way, because by buying the machines outright they were paid for within about four years, and their lifetime was approximately twenty years, while by doing business with the United Shoe Machinery Company they had to pay leases and royalties and never owned the machines. He considered that the cost was slightly higher to manufacturers by adopting the leasing system than by buying outright. But Mr. Fortin said that if the firm he had been getting his machinery from were forced out of business he would not know where to go for more, and his position would be pretty difficult. In fact throughout he declared that there was little competition in the business, and he had to pay higher prices for supplies for his factory than he thought was fair.

They Had No Choice

That the cost of manufacture of boots and shoes was raised from three to four cents per pair, owing to the system enforced over the Canadian shoe manufacturers, by the United Shoe Machinery Company, was the contention of O. Brunet, of the Eagle Shoe Company, who appeared before the board. That statement of Mr. Brunet was challenged by Mr. T. C. Casgrain, who insisted on the production of figures and all estimates, showing the foundation of the allegation.

Mr. Brunet, who was examined by Mr. C. Beaubien, K.C., stated that the Eagle Shoe Company had secured its machinery from the Duplessis Shoe Machinery Company, formerly of St. Hyacinthe, Que., and later of Beverly, Mass., now out of business. Some parts of the outfit were supplied by other firms, but when the Duplessis Company went out of business, the Eagle Shoe Company, feeling the need of a new machine, wanted to buy it from the United Shoe Machinery Company. The answer was that they had to get the whole

outfit of the United or they would get nothing. In such an instance, the shoe manufacturing company had no choice, and took the outfit. The compensation received for the old machinery taken by the United was \$1,000 in cash, and a discount of \$2,500 representing the cost of installation of the new machinery. The old machinery had cost over \$12,000, representing a net loss of at least \$8,000.

Cost Is Increased

When the whole outfit was changed, continued Mr. Brunet, the capacity of the shop was not increased, but there was a slight increase on the cost of production, which increase witness attributed to the royalty. Such an increase was from three to four cents per pair.

The particular machine, the need of which compelled the Eagle Company to deal with the United was a heeler. The same machine is now manufactured by Mr. Caron, of Levis, and is supposed to give just as good results. As a matter of fact, the machines were duplicates of the same model.

Mr. Brunet was examined quite extensively on the operations of the Duplessis Shoe Machinery Company, of which he was the head. He told the board that the Duplessis firm had been put out of business by manoeuvres of the U. S. M. Co., and that statement brought a protest from Mr. Casgrain. Mr. Casgrain claimed that the facts referred to by witness were not to his personal knowledge; that the alleged manoeuvres, as far as the witness stated, had taken place in the United States, that the board had no jurisdiction outside of Canada, and that there was no intimation that the alleged manoeuvres could be attributed to the Canadian United Shoe Machinery Company, which was a body absolutely different from the American firm.

The Board Interested

Chairman Laurendeau ruled that the board was interested in knowing why and how the Duplessis Shoe Machinery Company had been put out of business since its death was affecting trade conditions in Canada.

After that Mr. Brunet was allowed to state that law suits and injunctions, thirty-seven in number, had depleted the financial means of the company and compelled it to suspend operations. The paid capital of the company was \$800,000, and its indebtedness is yet \$200,000.

Other Witnesses

George A. Slater said that the company did not supply Canadian manufacturers with the latest and most improved types of machinery, and he gave a few examples of it. He claimed that a certain style of improved machinery had been introduced in the United States seven years ago, and that it was still impossible for the Canadian manufacturers to secure it from the company, though they were tied in such a way that they could not get the same machine from other firms.

Mr. Slater declared that he made it a rule to keep posted on the latest in shoe machinery and that it was during visits to the shoe manufacturers across the border that he saw the improved machines he could not get here. They were supplied by the U.S.M. Co. in the United States and the same company could not supply him here. At last he did secure two machines of the latest model and he considered himself very fortunate as other manufacturers could not get any at all, and will not be able to get any until the American market is fully supplied, or until the actual best

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model is put aside owing to the invention of a better one.

Mr. Laflamme, in cross-examining Mr. Slater, asked if it was not true that the news models were first tested in the United States and placed in the market only after the experience had proven satisfactory. "That may be," replied Mr. Slater. "And," continued Mr. Laflamme, "if the latest models are not placed on the Canadian market, it is because the experiments have not been conclusive." "Say it is because the American demand is greater than the supply," retorted Mr. Slater.

Objected to Tying Clauses

Witness strongly objected to the tying clause of the leases, claiming that it was a real-restraint to industry. He did not agree with Mr. Laflamme, who claimed that the tying clause was a great inducement to the small manufacturer backed with small cap-

ital. As to the big manufacturer, Mr. Slater did not hesitate to say that it would be better for him to buy his machines outright. It would enable him to be always supplied with the most modern machines when he could afford to, because he would have the privilege of selling out any piece of antiquated machinery whenever a better one was on the market, while as things stood now, the manufacturer had to keep the old machinery until the company was ready to replace it. It was always possible to sell machinery to cheaper factories.

George A. Slater said, in answer to some questions that he had not come on his own initiative, but had been summoned, before the board, he did not know whether it was by the petitioners or by the attorneys of the company.

Mr. Casgrain then remarked that if there was an outcry such as was intimated by the petitioners, the mere fact that the

board is sitting would attract crowds of manufacturers anxious to give us facts, and we would not have to summons them.

To that Mr. Slater replied that if the manufacturers had not their own interests to protect, there would be such a crowd of them at each session of the board that it would be necessary to have some police present to prevent crushing.

Ralph Locke, of Dufresne and Locke, Limited, shoe manufacturers, of Maisonneuve, was another witness. The contention of that witness was that there was on the market many pieces of machinery that could be used with profit by the manufacturers were they not barred out by the tying clause in their contracts with the U. S. M. Co.

It would be possible also to be supplied by British firms, provided such firms maintained in Montreal stores for repairs, with a staff of men and the necessary outfit.

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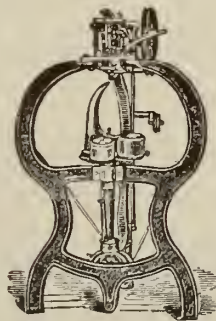
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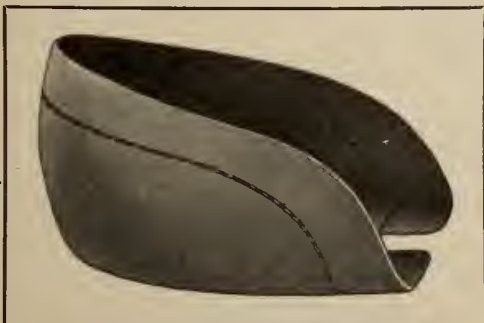
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EDMONTON

Macfarlane Welts



998—Little Gents' Box Calf Blucher Bal., heavy soles, 8 to 10½ - - - \$1.90
999—Youths' Slip Soles, 11 to 2 - - - - - \$2.10

for
Children
Misses
College Girls

Have gained a Canada-wide reputation.



933—Child's Dongola Button, pat. tip, low heel, welt, 8 to 10½ - - - \$1.60
934—Misses', 11 to 2, \$1.80

Why?

Because they are built on perfect fitting lasts in all widths.

Because they are made to stand the hardest kind of wear and give entire satisfaction.

Because "the price is right."



1188—College Girls' Pat. Blucher Bal., dull calf top, low heel welt, D and E width, 2 to 7 - - \$2.50

We carry a complete range in stock.



988—Misses' Pat. Whole Fox Button, dull calf top, low heel, welt, 11 to 2, \$2.00

The Macfarlane Shoe Co. Limited
MONTREAL

THE BEST

Everyday
SHOE

MAKE EVERY DAY
A BUSY DAY

Does every shoe you sell get out and hustle and bring back customers to your store?

If it doesn't you're handling the wrong line.

You're not handling the Everyday Shoe, that's certain.

For if you did, you would know they advertise your store.

They look good so long—keep their shape and wear so well and please your customer so much more than other shoes that he is compelled to speak of it.

Tell your jobber you have no room for "dead ones" on your shelves. Tell him you want "Everyday" Shoes. You'll not regret it.

T. SISMAN SHOE CO.
LIMITED

AURORA - ONTARIO

**Because Blouin's
Shoes bring your
Customers back**

When you sell a man a pair of Blouin's Shoes you are pretty well assured of his coming back to you when he needs a new pair. For Blouin's Shoes are made to give the utmost satisfaction.

The leather is tanned to give the maximum of wear. The shoemaking is of the very best. The styles are up-to-date and sensible, and the prices are very moderate.

Every wearer of Blouin's Shoes comes back for more because he appreciates the extra value they give.

That's a good reason why you should handle them.

F. BLOUIN
BOOTS, SHOES
MOCCASINS
QUEBEC, P.Q.



Samples of Fall Styles will soon be ready

We expect to have samples of our line for Fall, 1912, ready in about two weeks.

As usual these will be worth looking through.

Many new ones will be shown along with a few of the old standbys that are always good sellers.

You will benefit by giving our travelers a careful hearing and we ask that you look carefully into the merits of Surpass Shoes.

**THE LOUIS GAUTHIER
COMPANY, LIMITED
QUEBEC**



**THE
Smardon
TRADE MARK
SHOE**

Our styles are Peculiarly
Pleasing and Correct

SMARDON SHOE CO
533-535 VISITATION STREET
MONTREAL



Women's White Nubuck, 16 Butt. Welt

I can help you solve your Felt placing problem

With so many Felt Shoe manufacturers and jobbers singing the praises of their various brands I judge you have considerable difficulty in deciding on a line for next Fall.

Now, I want to tell you why I can help you make that decision.

You see I've bought felts for so many years and studied the field so closely that I've a pretty good idea of "what's what."

And in felts as in all other lines of footwear my aim is not so much to make a big profit as to make many profits. To do this I must buy the lines that are going to sell best—that is—the lines that you can sell best.

So you see the better I can buy for you the better I buy for myself.

And then you're always sure of getting the best in prices because of the large quantities in which I buy.

In choosing what lines of Felts to handle I have always kept in mind their value to you and to me as sales-improvers.

That my choices have made "good" with the Canadian public is shown by the extent of their sales in the past. I am not now asking you to rely on my judgment but on that of the people who have bought these goods and been satisfied.

These lines of Felts that have proven satisfactory to your customers are the lines it will pay you best to handle.

I have plenty in stock now for sorting.

JAMES ROBINSON
182-186 McGill St., MONTREAL

PHONE JUNCT. 462



1687 DUNDAS STREET

TORONTO Jan 12th 1912

Guthy Scott Ltd

Tolet

Ant

Dear Sirs -

Spring goods to hand and opened
up and Examined -

We want to Congratulate you on
the Excellent way your goods
have turned out - splendid stock
well lasted and shaped - the finish
ok both inside and out

Keep up the good work and we
will use a good many more of
your shoes than we have been doing

Yours Truly

Chisholm

Combination Leather

It is a comparatively new line with us, but our production already places us in the veteran class

Have you tried Davis' Combination?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply it

*Colored or Black
Grained or Smooth*

*And in weights suitable for
all lines*

Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

**Degras, Sod, Cod, Sumac,
Gambier Extract**

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

THAT P-V MULE!

If you cut "Split" Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Horse and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.
MILWAUKEE - WIS.

Distributors:

BOSTON
NEW YORK
CHICAGO

ST. LOUIS
ST. PAUL
CINCINNATI

SAN FRANCISCO
NEW ORLEANS
GLOVERSVILLE

LONDON, ENGLAND
FRANKFURT, O-M., GERMANY
PARIS, FRANCE

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

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto



TO THE TRADE :

1911 was a strenuous year for our Company, and notwithstanding our utmost efforts, we were compelled to refuse much new business, and in some instances, cause inconvenience to old customers.

1912 finds us prepared with a large addition to our modern plant, and we hope (with the large increase in production that this will give us) to meet all requirements promptly.

We hope to be again favored with your patronage, and assure you that the Quality of

L I F E - B U O Y R U B B E R S

will be maintained, and improved where possible.

Yours sincerely,

The KAUFMAN RUBBER COMPANY, Limited

BERLIN - - CANADA

LOOKING AHEAD!

1912

WILL BE A BIG YEAR FOR CANADA.

YOU should see that you get your share of the coming prosperity.

In order to do so, you must **LOOK AHEAD**—be prepared



ANTICIPATE While you have the time, look over your stock carefully—get rid of job lines, order new stock for the coming season.

OUR TRAVELERS are now on the road and will call on you soon—We handle **SHOE STORE SUPPLIES** of every description.

WE MANUFACTURE
PACKARD'S SHOE DRESSINGS
OVERGAITERS AND LEGGINGS
INFANTS' SOFT SOLE SHOES, etc.

Have you seen our Catalogue—No Shoe Store complete without it, **WRITE US,**

PACKARD'S SPECIAL SHOE DRESSING

FIRST IN QUALITY

GOOD SELLERS

Put up
in
Attractive
Packages



Give you a
good
margin of
profit



L. H. PACKARD & CO., Limited, MONTREAL
SHOE STORE SUPPLIES



Sure Profit-Bringers

No shoe is profitable until you have sold it.

And the longer it takes to sell it the less profitable it will be.

So that the line of shoes that sells quickest is the most profitable line to handle.

Yamaska Brand Shoes offer you a sure profit because they are sure sellers.

Their sale is steady, not spasmodic, so that you can gauge your buying with small danger of loss from overstocking.

Fall samples will soon be out. Watch for them.

LA COMPAGNIE, J. A. & M. COTE
ST. HYACINTHE, P.Q.



No. 3 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)

A very strong complete machine for Boot Makers and Repairers, with all the necessary tools for finishing a boot throughout. Two or more men can work on this machine and start and stop their operations without interfering with each other, as the fast and loose pulleys render each part of the machine independent. Each belt is moved to fast and loose pulley by a belt guide. The bearings are GUN METAL, SELF-OILING.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts. 2. Emery Stone for Grinding Cutters. 3. Four Step Iron for Setting Edges. 4. Waste Iron for Setting Waists. 5. Flat Heel Scourer Roller for Men's Heels. 6. Bottom Scourer Roller, 5-in. wide. 7. Round Heel Scourer Roller for Ladies' Heels. 8. Naumkeag Attachment for Scouring Waists and Top Pieces. 9. Leather Polishing Pad for Polishing Waists and Bottoms. 10. Leather Polishing Pad for Polishing Heels. 11. Black Heel and Waist Brush. 12. Brown Heel and Waist Brush. 13. Inlet for taking Dust from Naumkeag. 14. Inlet for taking Dust from Heel and Forepart Paring. 15. Inlet for taking Dust from Heel and Bottom Scouring. 16. Fan for removing dust to Cyclone. 17. Table for Wax, etc. 18. Fast and Loose Pulleys for Front Shafts. 19. Fast and Loose Pulleys for Parer Shaft. 20. Fast and Loose Pulleys for Countershaft with Belt Guide for same.

Price \$200

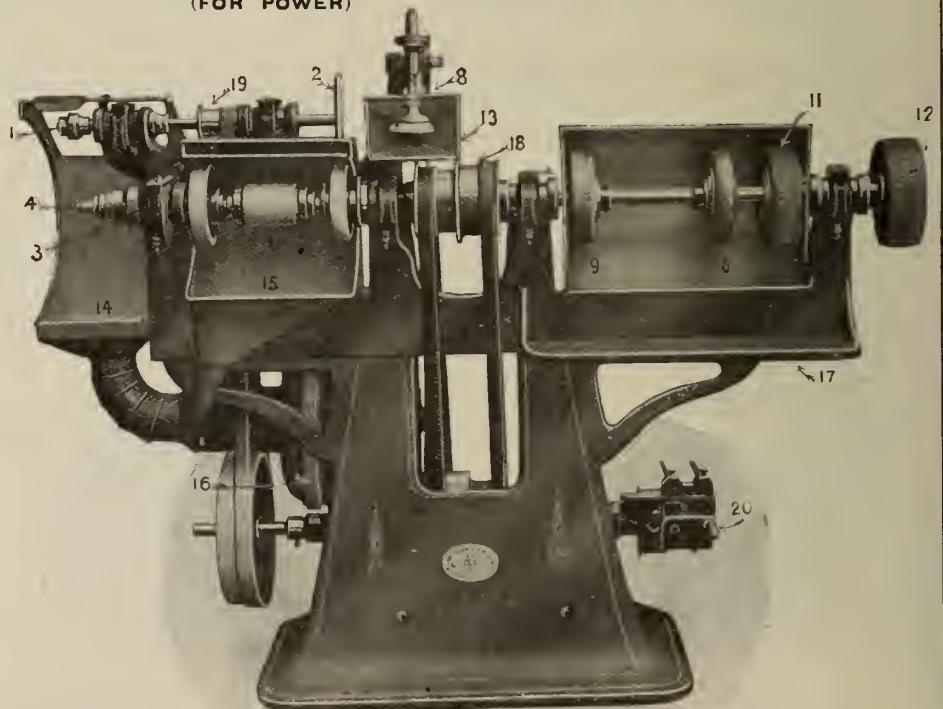
Duty and Freight Paid to Montreal

Approx. Weight, 10-cwts. Space, 5-ft. 9-in. x 2-ft. Speed 750. Pulley, 6-in Packed, 95 cub. ft. EVERY MACHINE GUARANTEED

THE STANDARD ENGINEERING CO., LIMITED

EVINGTON VALLEY ROAD

LEICESTER, ENGLAND



Shoemaking Doesn't Harm This Leather



There's one thing about "Maple Leaf" that you'll find in mighty few Glazed Leathers—the process of manufacture doesn't harm it in the least. It comes out in the shoe just as smooth and fine looking as when in the skin.

That means that better looking and better wearing shoes can be made from Maple Leaf Leathers.

See that the Dongola Shoes you buy are made from "Maple Leaf."

LUCIEN BORNE, QUEBEC
MALLETTE & ROY, Western Agents
225 Lemoine St. - MONTREAL

A COMPLETE WINDOW OUTFIT



\$
15
ORDER
TO-DAY

\$
15
"THE
BETTER
WAY"

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

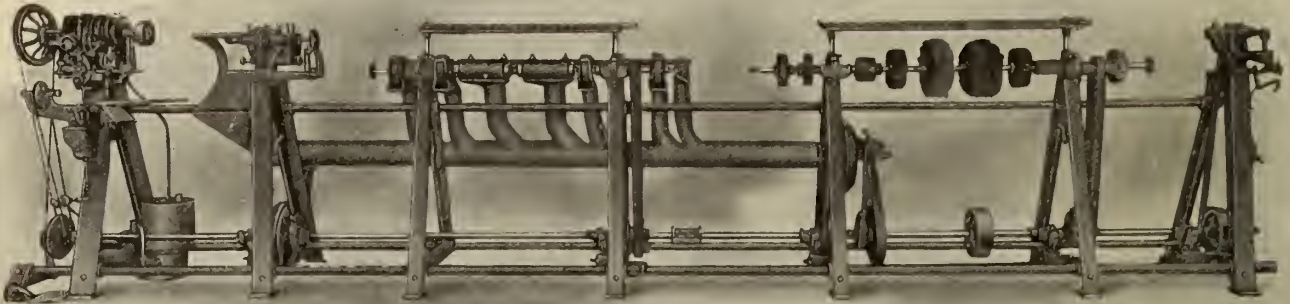
Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

82 QUEEN ST. NORTH
HAMILTON - CAN.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

Full information furnished promptly on request.

UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

Protect Your Customer's Feet

Every time you sell a pair of Doctors Anti-Septic Shoes you safeguard a pair of feet from the dangers of inclement weather.

No water—or dampness, even—can penetrate the Doctors Shoe. It is thoroughly waterproofed (both soles and uppers being treated) and besides it has three soles that keep out the cold.



Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO

You can't help but have an increase of trade if you sell the Doctors Shoe.



Every man appreciates having dry warm feet and he'll surely remember where he bought "those Doctors Shoes." All good jobbers handle "the Doctors."

Order yours to-day.

**THE TEBBUTT
SHOE & LEATHER CO.
LIMITED**

THREE RIVERS

QUEBEC

“Kingsbury” “America’s Beauty”



New 30 last, dongola kid, patent, gun metal, tan-calf. Blucher and button.

Spring lines bearing either of these brands have a style all their own. And when you stock them, you know that you are selling the latest models in shoedom.

Something “just as good” is not good enough for classy trade. Don’t be misled into stocking lines unworthy of your trade. You make no mistake in selecting either of the above brands.



29
Short Vamp
Stage Last
Natty looking.

Let us tell you more about our many new and stylish Spring lasts.

Kingsbury Footwear Co., Limited

Specialists in Ladies’ Shoes

MONTREAL



"The Slipper King"

NINETEEN-TWELVE

Promises to be a greater year than ever for the business interests of the growing Dominion and is bound to be

A RECORD YEAR

FOR

TRICKETT'S SLIPPERS

BECAUSE:

There are in Canada many more people who have become familiar with the merits of this branch of foot comfort.

Because, another year's experience has added to our knowledge of the requirements of the good Canadian people and so puts us in a still better position to serve them.

Because: The enviable reputation of Trickett's Slippers will be upheld by quality and variety and

Because: Every progressive merchant recognizes their value as a merchandising proposition and will be liberal with his orders to the jobber who handles them, and all responsible jobbers carry the lines.

SIR H. W. TRICKETT LIMITED

WATERFOOT, Near Manchester - ENGLAND

Canadian Office: Manchester Building, Toronto - J. S. Ashworth, Canadian Manager



If you stock Linton's
Welts, you assure a
big repeat business.

And it is the repeat trade that makes
your profits — not the casual buyer.

If we could make better Welts than the
ones that bear the name "Linton," or
employ better leather or workmanship,
be sure we would do it, because—

We want your repeat trade.

Western retailers can order through our
Winnipeg Branch, in Winnipeg Rubber
Co.'s Building, assuring quick delivery.

JAS. LINTON & CO.

MONTREAL

Branch Office, - WINNIPEG





Factory of the Great West Felt Co., Limited, Elmira.

ON all the best felt footwear you will see the "Great West" stamp. This stamp signifies quality. The standard of this quality is not set by any outside influence, but by a desire to give the best in felt footwear. "Great West" Felts are made up to fit the "Great West" reputation—a reputation for unvarying high quality.

So you can always depend on "Great West" Felts. You know they'll be good before you see them.

The "Great West" Brand—the stamp of quality—is stamped on every "Great West" shoe.

Order through your jobber. If he doesn't carry them, write us for name of jobber who does.

IN NO WAY CONNECTED WITH ANY TRUST OR COMBINE

THE GREAT WEST FELT CO., LIMITED
ELMIRA, ONTARIO.

Shoe Machinery

For Every Department
FROM
Lasting to Finishing



GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL=C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique - MONTREAL, QUE.



"BLARNEY"

Honesty in business is obligatory if success is the goal sought. Success is an elusive jade and is captured only after long trying. Successful shoemaking methods are typified in ASTORIA and LIBERTY SHOES.

There is a reason why our patrons are pleased. Best of all, we can show you.

The Cook-FitzGerald Co.

Limited

LONDON

ONTARIO

JOHN T. RIGG & COMPANY

32 CHURCH
STREET

SHOE FINDINGS

TORONTO
CANADA

CANADIAN AGENTS FOR

“CARR’S POLISHES” and “REVOLITE” JUMBO RUBBER HEELS

“BLACKIT”
AND
“BROWINIT”



BRIGHTEST
AND
BEST

MADE IN THIRTEEN SIZES



A HEEL TO FIT
ANY STYLE SHOE

Every time you sell a tin of “Blackit” or “Brownit” you recommend your store as a place to buy reliable goods. Your customers will appreciate the value that is in a tin of these polishes. They give a brilliant and lasting shine—one that is waterproof. They won’t rub off on the clothing or, in application, stain the hands.

Remember too, that though the sale of polishes may not contribute a very large portion of your profits, it is pleasing in small things that good permanent customers are secured.

Ask us about our unexcelled polishing outfits.

MANUFACTURED BY

CARR & SON, London, Eng.

Makers of the most complete
line of Shoe Polishes since 1837

Revolite Jumbo Rubber Heels will stand wear and tear because they are made from the best of rubber.

That’s *your* best reason for handling them—and *ours* also. If they couldn’t stand the final test—on the shoes of your customers—there wouldn’t be any use of our advertising them to you, or of your selling them to your customers.

We know that if we sell you once we’ll sell you again—for Revolite Jumbo Heels give satisfaction every time.

Represented From Coast to Coast

Trickett's Slippers will be sold all over Canada
this year by Representatives of

JOHN LENNOX & CO., HAMILTON, ONT.



THE Trickett line of slippers is probably the most extensive line being sold in Canada to-day. Right up-to-the-minute in style and novelty and of genuine British manufacture, they are making an enviable name for themselves all over the Dominion.

John Lennox Co. of Hamilton, Ont., who handle these good slippers, have had such a growth in business that they are adding to their sales staff. Hereafter the whole of Canada from Halifax to Vancouver will be thoroughly covered by representatives of this progressive firm, who will be delighted to show you the advantages of handling Trickett Slippers.

It's up to you, now, to take advantage of this opportunity to increase your sales of slippers.

Wait for the LENNOX man.

SHOE DRESSINGS

—FOR—

Spring and Summer 1912

We beg to notify the trade that we have re-organized the business of the old American Dressing Co., and will in future manufacture all the shoe polishes and dressings formerly made by the concern.



We are especially well equipped to turn out the finest goods, and we can promise prompt delivery. You all know the high reputation these shoe polishes and dressings have enjoyed. It shall be our aim to enhance their good name.

Place your orders early for the spring and summer season. Prices and full particulars on application.

Special quotations on large orders from manufacturers.

NOTE THESE WELL KNOWN LINES
 A.D.C. SHOE AND LEATHER DRESSINGS
 VIT SHOE POLISH
 BOULEVARD DRESSING
 DIAMOND HARNESS DRESSING
 SHIELD BRAND DISINFECTANT

American Dressing & Sundry Co.

232 St. Charles Barromee Street, Montreal

Boost This Side Line



By using **Star Brand Tap Soles** you can make your repair department really distinctive.

You can get this feature of your business out of the rut.

You can increase your findings sales.

Why?

Because the **Star Brand Tap Soles** ARE waterproof and practically wearproof.

Because they are all cut to size.

Because each pair is done up with a package of nails in a neat carton—they will always be clean.

Because any merchant or repair man handling **Star Brand Tap Soles** can have a series of electros and ads provided him without cost.

This is one of the series we will supply you if you say so:



Foot Comfort in the Woods

is only possible if your feet are shod with tough waterproof soled shoes.

¶ You will have better health, better sport and be much more content if we

Make Those Old Shoes Waterproof

by putting on a pair of our patent wearproof and waterproof soles.

¶ Don't delay this. You know it will take us some time to do this. Bring the shoes in to-day while you think of it.

YOUR NAME HERE

Beardmore & Company

TORONTO — ACTON — MONTREAL



TRUE, you want style in a shoe. But you want more than style.

The same with leather. You want the best leather and you want *all* leather. But you want something more than mere strength and durability in a shoe.

That's why it's such good business to stock Williams' Shoes. You get the best of solid leathers and get saleable styles besides.

Ask the traveler to show you.



**THE WILLIAMS
SHOE CO.**

BRAMPTON - ONT.



Kant Krack
Dainty Mode



THE SUPERIOR BRANDS FOR 1912 RUBBER SEASON

In spite of the many obstacles which naturally arise in the establishment of a new plant, we last year, were able to produce a superior quality of Rubber Footwear and handle the large volume of business with which we were favored.

For nineteen-twelve we are in tip-top shape to look after a much greater amount of business and maintain the reputation gained by our brands as being the

**Best Wearing, Snappiest and Best Fitting
Rubber Footwear Produced in Canada.**

It will not be long before the salesmen of the jobbers who handle the above lines will call on the trade, showing an excellent range of the latest and best styles and point out the advantages of handling these brands.

"ROYAL" AND "BULL DOG" BRANDS SOLD BY
Amherst Boot & Shoe Co. - Amherst, N.S.
James Robinson - - - - Montreal, P.Q.
Garside & White - - - - Toronto, Ont.
McLaren & Dallas - - - - Toronto, Ont.
London Shoe Co. Limited - London, Ont.
Kilgour, Rimer Co. Limited, Winnipeg, Man.

"KANT KRACK" AND "DAINY MODE"
BRANDS SOLD BY
James Robinson - - - - Montreal, P.Q.
McLaren & Dallas - - - - Toronto, Ont.
London Shoe Co. Limited - London, Ont.
Kilgour, Rimer Co. Limited, Winnipeg, Man.

INDEPENDENT RUBBER CO., Limited
MERRITTON, ONTARIO



**THE SAME QUALITY
THE SAME PRICE**

That the new "Nugget" tin has caught on with the trade is evidenced by the phenomenal increase in sales for the month of January.

Naturally we expected appreciation would be shown, but hardly to the extent indicated by the splendid total of the past months' sales.

If you haven't a good supply of "Nugget in the new tin" get it from any wholesaler.

**"NUGGET"
POLISH**

**COMPANY
LIMITED**

TORONTO - - - CANADA

**Welts
That
Wear**

Mens'
\$4, \$4.50, \$5
Boys'
\$3.50, \$4

This ad. is intended for the eye of the merchant who wants to do a repeat business built on absolute merit and all-round satisfaction.

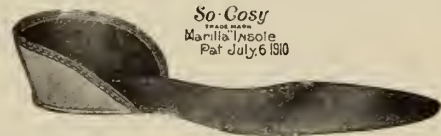
20th Century Shoes

will do this every time. Are you the merchant?

If so, write for full information to

**The
C. E. McKeen Co.
Quebec**

JUST
OUT



JUST
OUT

SOMETHING NEW

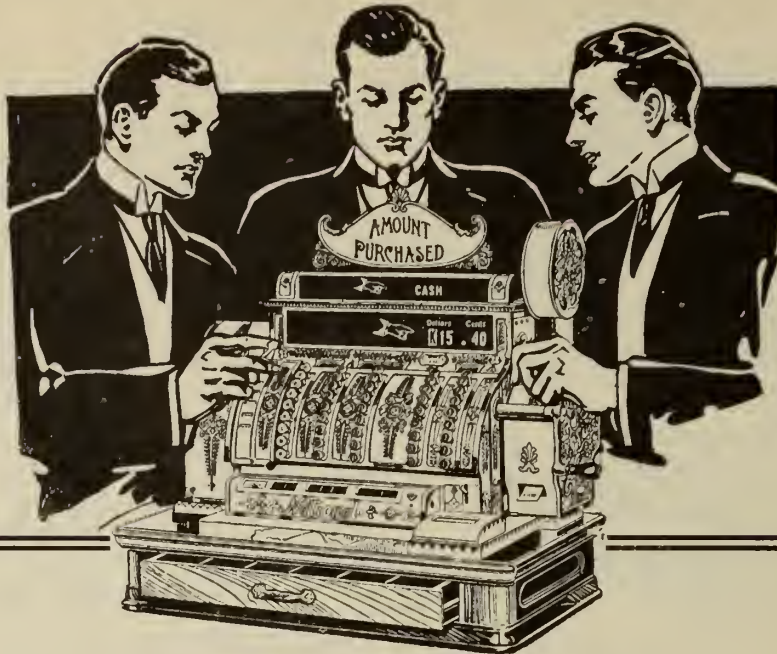
**The So-Cosy
"Marilla" Insole**

is another **PROFITABLE** addition to your finding lines. Ask your jobber about it. If he can't supply you, write us.

NOW ABOUT IT

The "Marilla" Insole was designed and patented by a woman. It is made of velvet, and does away entirely with the slipping forward of the foot in PUMPS and OXFORDS, and the heel-piece prevents slipping at the heel. Can be applied with ordinary paste or glue in **THREE** minutes, and after drying half an hour **ARE** ready to wear. They cost you \$2.00 per dozen pairs in single pair cartons, and may be retailed at 25 cents, giving you 50 per cent. profit.

**The Hurlbut Co. Limited
Preston, Ontario Canada**



Clerk—Customer—Proprietor

All benefit through the National Cash Register because business transactions are handled through a machine which cannot make a mistake, which cannot forget, which insures fair dealing.

The Clerk Benefits because

No store system ever devised helps a clerk to earn promotion so rapidly. He can wait on more customers. Gets credit for all the sales he makes. Avoids mistakes. Avoids suspicion. Avoids being blamed for the mistakes and carelessness of others.

The Proprietor Benefits because

An accurate record is made of every transaction. Every detail connected with the recording of cash sales, credit sales, money paid out, money received on account, making change, is shown by the National Cash Register. This prevents mistakes, stops losses, insures honesty, increases trade and increases profits.

The Customer Benefits because

The National Cash Register guarantees accuracy in all money dealings. Printed receipts are given for money paid. Payments of money on account are faithfully recorded. Over-charge is prevented. Mistakes in making change are stopped. Prompt service is assured.

Learn more about the National Cash Register which is built for your business. Write for free booklet.

THE NATIONAL CASH REGISTER CO.

Canadian Factory
TORONTO

F. E. Mutton, Manager for Canada,
285 Yonge Street, Toronto

Shoe and Leather

— Published Twice a Month. —

Journal

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Does National Honor Count In the Shoe Trade?

Practice of Retail Salesmen in Undermining Prestige of Canadian Footgear Should Be Checked—Some Manufacturers Pandering to "American" Craze—How Faith in Canadian Enterprise Is Being Shattered

Who is to blame for the large amount of "American" shoes sold in Canadian retail stores to-day? What is causing the demand for "American" made goods? Are Canadian makers catering to it by stamping their shoes with names significant of American cities, history or association? Do Canadians, except in a very few centres, inquire for American goods in preference to the excellent product turned out by factories of the Dominion, who are specializing more and more, and manufacture women's and men's footwear that equals in style, fit, finish and workmanship the offering of American concerns. If the whole situation was analyzed it would perhaps be found that there are a number of contributing agencies.

It is difficult to attach the responsibility to any one in particular. Of course, in cities near the border there will always be more or less of a demand for American goods, which is perhaps natural, but in the West, in many large cities, as well as inland places, there are too many alleged "American" shoes sold.

The statistics of imports and exports for the last fiscal year, ending March 31st, show that there were imported into Canada \$1,768,122 worth of American boots and shoes, an increase over the previous fiscal year of \$428,358. From the United Kingdom the imports for the same period were \$314,401, an increase of \$233,447. The United States bought from Canada during the last fiscal year only \$17,439 worth of shoes (a fairly good order for one retailer to place), while there were exported to the United Kingdom only \$5,653 in boots and shoes. But the amount of spurious "American" made footgear that masquerades under titles or stamps, savouring of that country, and yet is the output of Canadian makers, is no one knows how great.

Is It the Right Thing?

It may be contended that Canadian manufacturers have the right to brand their wares under whatever name they like. There is no restriction of names (so long as the ones selected have not been registered), but the fact remains, is such a proceeding—that is, for a Canadian factory to turn out goods under an American cognomen—exactly the right thing to do? If the people believe they are purchasing genuine American shoes, why

deceitfully minister to an unpatriotic desire? If the imports of genuine American shoes increase from year to year, have not several of the nearly two hundred Canadian factories only themselves to blame for fostering the idea that American goods are more to the forefront in style and appearance, snappishness and individuality than our own Canadian product. Retailers alone cannot be censured for foisting pseudo "American" goods on the public if the makers themselves use American titles or stamps or the name of fictitious firms. Are Canadian manufacturers ashamed of their product? They should not be.

Clerks Convey False Impressions

A manufacturer, speaking the other day, condemned this practice in no uncertain tones. "I was in a retail store not long ago in Western Ontario," he said, "when a lady, fashionably dressed and evidently well-to-do, entered. The alert salesman, who stepped up to wait on her, did not know what business I was in, and probably mistook me for a traveler or a friend who had called to see the proprietor. The clerk at once said that they had a nice, nifty shoe with a short vamp, high Cuban heel, and raised toe, in a tan button. He explained its good points, and the lady, examining it carefully, saw a name—well, we will call it the "New Yorker"—stamped on the sole. She at once concluded that it was an "American" shoe, and the salesman allowed her to retain the erroneous impression. She bought a pair of No. 4, D width, and said that the shoe was shapely and dressy—just what she had been looking for. I knew the shoe was made in Canada, for the factory is located not far from mine. That salesman had let the customer depart under the conviction, first, that she had bought an American shoe, and also that he had not the right kind of foot covering in Canadian makes for her. Now, that woman would tell her friends what a choice line of "American" footwear B— kept, and that she could not get anything that would fit or suit her in Canadian shoes.

The Ruse of Some Makers

"Such an instance as the one narrated above does not occur occasionally but frequently. A little honesty, a little frank talk, a little loyalty would have converted that woman, who did not ask for 'American' shoes, into the knowledge that she could find what was *right* in Canadian goods. Who is the more to blame for the cropping up and flaunting of the cry of 'American' footwear than some retailers' clerks, for I blame them more than the manufacturer?" he concluded.

Another thing, there are scores and scores of shoes sold in departmental and big city shoe emporiums disguised as "Amer-

ican" shoes, which are the output of Canadian factories, and yet the people generally do not know it. One large firm brands its shoes—for variety sake they say—as Brown, Smith and Co., St. Louis, a purely fictitious creation. The head of one of these departmental stores told an amusing story the other day. "An American visitor called and asked for a gunmetal blucher, American make. He tried on the shoe, a No. 8, and, turning it over, noticed the name. 'Yes,' he said, 'I know the goods of that firm, and I always get the best of satisfaction, comfort and wear out of them.' I thought he was 'on,' but further conversation showed that he was as innocent as a lamb, and I did not take any pains to inform him that he was examining a Canadian shoe, otherwise he would not have bought."

Fooling the people may have serious consequences if this thing is to go on forever. Is it not time that a halt was called? If not, then some Canadian makers who yield to a passing desire to get rid of their product under a misleading name cannot complain if United States footwear finds an ever-growing market in the Dominion.

Why Persist In the Practice

Shoes made in Canada are just as good in expression, smooth shoe making, build, style, quality, durability, and materials as American goods, yet why do certain firms continue a deceitful practice? One manufacturer, when interviewed, said that he would be quite willing to stop it at once, but that others did it. If there is any unity of purpose, co-operation of interest, patriotic enthusiasm, and national well being and advancement the boot and shoe section of the Canadian Manufacturers' Association might take the matter up and reach some clear, definite understanding. It is time the fraudulent custom was checked, and checked effectively for the good of the manufacturers themselves and the shoe trade in general.

Another manufacturer remarked that he doubted if sixty per cent. of the shoes sold as "American" were not really made in Canada, and he based his estimate on inquiry and research covering a period of several months. Too much attention cannot be directed to the fallacy and shortsightedness of such a course. The state of things now going on in several of the larger cities and smaller ones too, is not particularly creditable to any one concerned.

Taught Salesman a Good Lesson

A Toronto traveler was in a store in Eastern Ontario not many weeks ago when the head clerk approached and asked him to use his influence to secure for him a job on the road. Now, that clerk had, a few minutes before, been talking about how he and his associates were pushing the T— shoe, made in an American city, as much better value for the money than anything that was produced in Canada. The commercial man grew hot at the audacity of the fellow, and told him that he should look to the Boston concern for a job, since that was such a fine enterprise, and could, in the face of a thirty per cent. duty, turn out such excellent shoes that no Canadian factory could compete at the same price.

Here is what he told the salesman in plain, unvarnished language: "No, you boom that junk there, talk it up to every man who comes in, and probably have been presented with a pair or two by the factory for your personal use for the sake of booming their goods. Yet, when wanting a job on the road, with my firm or some other equally representative house, you come to me. Our shoes are not good enough, not snappy or distinctive enough for you to handle in this retail shop, but you would, of course, change your tune if you thought you could secure a post on our traveling staff. No, sir, I'll be hanged if I would do anything for you if I could. Look to the factory across the border. If you are such an admirer of their wares why in thunder don't you negotiate with them for a berth. I like a man who practises what he preaches. Have a little honesty about you. You have recommended to your boss that my line be cut out. Never mind how I know, and yet you have the

effrontery to come to me asking if I cannot do something for you."

An Appreciation Of Our Own Merits

"Made in Canada" shoes are certainly right to the front in quality and finish. No branch of Canadian industry has made greater or more noticeable progress. And what is wanted on the part of the public is more appreciation of home products. Yet how can the public be educated up to this sense of estimating Canadian shoes at their proper worth and value if certain factories and some retail salesmen go on doing as they have month after month. The time for action seems to be at hand in the best interests of the shoe trade of the Dominion.

The Process of Making Shoe Strings

It is not often that one stops to think of the many processes of manufacture needed in the production of such a small, everyday article as a boot lace. Whether the lace is of silk, mercerized cotton, other silk finish quality or Egyptian glaze yarn, the making is equally interesting. The latter are dyed and polished, giving them a fast color and lustre.

One of the first processes is to wind the yarn on to large bobbins ready to be plaited on braid machines. A large number of these are needed to make even a single braid, as one can tell by trying to count the number of ends or strands in an ordinary shoe lace. The braids fall from machines into long, circular, tin receptacles, which, when filled, are taken to another department, to be wound on to a measuring wheel device, which automatically regulates the lengths required to be cut for laces.

The operation of putting on tags is interesting. In the case of lower-priced laces this is done by an automatic machine, a wonderfully ingenious invention. In the better class boot laces such extreme care is taken to have absolutely perfect work on each lace that hand-operated machines are insisted on, and work strictly supervised. The ends of the tags are then ground down and carefully inspected that no rough or sharp edges may be left to cut or scratch hands or boot. After being tagged the laces are folded and tied in pairs or dozens on machines, which gives an improved solidity and neatness of bunch. Following this comes the labelling and boxing department. The labels are works of art, being similar to those used on the best qualities of perfume bottles. They are lithographed in colors in extensive printing and litho works. These labels are used on both inside and outside of all boxes of the better qualities, and also wrapped round each separate pair of laces. The quality names and designs of labels are registered in every important country, and extensively advertised. The boxmaking department is very extensive, as all kinds of boxes are made, from the ordinary cheap carton to the dainty little boxes used for protecting separately each pair of silk laces. The final touch is given the package by wrapping it in silky transparent tissue paper, which allows all labels to be read through wrapper, at the same time protecting it from getting soiled in handling or from dust.

Progressive Canadian buyers are rapidly taking up these goods, as they realize that such infinite care given to detail means that better goods must result. The foregoing information was supplied the SHOE AND LEATHER JOURNAL by Brough, Nicholson & Hall, Limited, of Leek, England, who are among the foremost boot lace manufacturers in the United Kingdom.

BREEZY AND INSTRUCTIVE.

Enclosed please find \$1.00 my subscription to SHOE AND LEATHER JOURNAL. Wishing you a prosperous year for your breezy and instructive paper.—GEO. DOUGLAS, 476 St. Mary's Avenue, Winnipeg.



WM. NURSE
Instructor 1882--1903

Young Shoemakers' School

How Pupils of the Deaf and Dumb Institute in Belleville Are Given Practical Instruction in a Useful Trade—Many Graduates Are Employed in Shoe Factories or Running Repair Shops of Their Own—Turning Out Solid Hand-made Boots—The Working Hours and Benefits of the Training—A Post-Graduate Course



ALEX. MORRICE
Instructor 1903-1912

The shoemakers' shop of the Institution for the Deaf and Dumb, at Belleville, Ontario, is an interesting place. The shop was first opened as far back as 1874, and has been in steady operation since. Hundreds of deaf boys have passed through it and have been trained in the trade by taking part in its busy operations.

The first instructor was Mr. Jno. Flowers, who remained in charge until 1882, when Mr. Wm. Nurse took up the work, and



DR. C. B. COUGHLIN

The Superintendent of the School for the Deaf and Dumb, Belleville, Ont.

carried it on for twenty-one years, until 1903. He was then transferred to a more responsible department, handing the work over to Mr. Alex. Morrice, the present instructor.

In the early history of the shop, as many as thirty-five boys were steadily engaged, but at the present time, with more industries and a smaller percentage of lads old enough to learn a trade, only about fifteen are employed.

The Advantages of the Course

The objects of the shop are: To furnish useful employment to the boys after school hours, to train them in habits of industry and the use of tools, to draw out the mechanical abilities of the pupil, and, finally, to gain a livelihood when school days are over, if other and more profitable avenues are closed against him. When the shop was first opened there was much more shoemaking done by hand than at the present time, while the use of complete repair outfits has largely superseded the old methods.

There is no costly machinery in the shop to turn out work

wholesale, as it would not be wise to entrust it in the hands of the very young workers now employed. The shop aims to train old-time shoemakers that can turn out solid hand-made shoes, or neat repairing that will stand inspection. Those in control recognize that probably the boys may never be called upon to make up boots by hand, but that they will be better repairers for the training that they receive in all branches.

In preparing the deaf and dumb to become independent masters of a business of their own, shoemaking is second to no trade open to them. With a thorough knowledge one, who can do a neat repair job, can start a shop almost anywhere on very small capital, and, with industry, can soon work up a profitable business, for as long as shoes are made of leather, repairing will always be required, and is the best paying branch of the trade.

Found in Factories and Shops

The boys work in the shop for three hours every afternoon, and on Saturday mornings, and, after their school course is finished, they are allowed to return and take a post-graduate course, working all day under the same conditions as govern the trade outside.

The lads who have taken up the trade and succeeded are to be found in the shoe factories of Toronto, Hamilton, Berlin,



Teaching deaf mutes the art of shoe making

Georgetown, and other places, their employers considering them among the best and steadiest workers. Others will be found in repair shops of their own in Ontario and the West, earning comfortable livelihoods for themselves and families.

Some have made use of their preliminary training to enter the harness trade. Others engaged in farming, etc., find the training at school of great value in the repairs to shoes and harness at home. The training to hand and eye has helped many to

acquire, much more readily, skill in some other branch, to which they have been led.

Equipped for Life's Battle

Shoes are made by the boys for the 250 pupils attending the Institution. Last year over a hundred pairs were turned out in nailed and rivetted work, and the boots are sold to the wearers at cost. This is only one of the many important practical branches of the school for the deaf, where baking, farm-

ing, dairying, and other lines are successfully followed.

The aim of the Institute, under the progressive and capable administration of Dr. C. B. Coughlin, the superintendent, is to fit all the young in the province of Ontario, bereft of speech and hearing, so that, on graduation, they are able to make a good living, and follow useful, upright careers. Each graduate, fortified by the excellent course of instruction and application, is self-sustaining, and the work and worth of this splendidly managed seat of learning is recognized on all sides.



The Editorial View Point

COLD WEATHER DEVELOPS TRADE

January has turned out much more satisfactory than usual for all classes of trade. The steady cold weather that has prevailed has stimulated greatly the demand for all kinds of staple lines. Clothing, dry goods and fur dealers were very much disappointed at the close of the year at the results of the season's business, which, on account of the warm weather, were quite below the average. Since the first of January, however, movement in these lines has been quite active, though, of course, not what it might have been had seasonable weather prevailed before Christmas. Prices also have had to be reduced somewhat, and thus profits will hardly be as large. In other lines, business for the last two weeks of January has shown a marked improvement, for both spring and sorting, and payments are reported quite up to the average for the month, and perhaps a little better.

CONDITIONS IN LEATHER TRADE

Business is good in leather, a good deal of both upper and sole changing hands during the month. Leather manufacturers are getting their price for the most part, although in some cases slaughter prices on imported stuff have interfered to some extent with sales. A prominent concern reports a lot of light stock sold to an Eastern manufacturer at a figure at which it could not be produced and sold with a profit. There seems to be a disposition on the part of even large concerns across the line to clean up their stocks, to avoid interfering with their regular trade, and they are slaughtering in Canada for their goods, as in this particular case, anything that they are offered. There seems to be enough of this kind of thing being done to give occasion for government enquiry. In the meantime stocks in Canada are pretty well cleared up, and tanners are not grumbling much with regard to conditions.

CONDITIONS THAT ARE UNSETTLING

In Ontario, while business is good, and the outlook hopeful, there is considerable restlessness amongst retailers, as well as farmers, who seem to manifest a little discontent and talk of going out West. We are passing through a more or less critical condition on this account, as the talk of selling out is bound to have some effect upon business, as it becomes more or less general. This state of affairs is in no small measure responsible for the high cost of necessaries. Farmers' sons keep moving West and the fathers give up the farms to live in town, becoming consumers, instead of producers. These people invariably economize in their living, so that the business community does not profit by the change, and the volume of production is diminished to a certain extent. At all events, the uncertainty resulting from the prevailing feeling is becoming quite a factor in the business situation.

PREPARING FOR SPRING BUSINESS

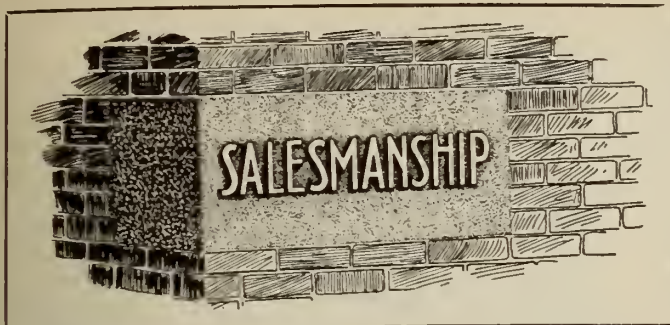
Spring business is now well in hand, and both manufacturers and jobbers are busy getting out what they can. Sorting trade has been so good for the past two weeks that there has been some interference with the shipment of spring goods, but the results of the cold snap and holiday business will soon be fully met and dealers will be given a chance to look at their spring stocks in good time to get ready for the opening of the new season. Manufacturers are busy just now preparing their ideas for fall. The question that is agitating them very much is the cost of their goods. With the steady advance in the cost of materials there seems to be no way out of a further advance in prices of shoes all along the line. This question is discussed more fully elsewhere. In the meantime business continues satisfactory, both as to sales and payments.

WESTERN AFFAIRS ARE STEADIER

Business in the West looks good, although there is a disposition to go a little more slowly along some lines. There seems to be a lull in the speculative craze in some of the towns and cities, notwithstanding the reports that still prevail in some quarters of property changing hands at fancy figures. The banks in some places have put a crimp in the craze, and things are settling down to a more normal basis. Business in the large centres and with the larger concerns is good, and, altogether, the outlook is encouraging, but some who have been going it a little "too steep" are pulling in their horns and doing a little more figuring upon the future. There is every reason to expect another large influx of population this year, and this in spite of some of the drawbacks with regard to crops and prices the West will hold its own.

MORE CAUTION IN RUBBER MOVES

Naturally, rubber principals do not care to talk much just now, but all are looking with more or less anxiety as well as interest upon the approaching season. One thing may be said, there does not seem to be the disposition to "take the bull by the horns," that was manifest at this time last year. There seems to be a little more caution in the preliminaries at least. Without doubt, there has been more or less communication amongst the interested parties, and whether some tentative agreement may be reached, of course nobody can say. It is claimed that one concern has laid down its "ultimatum," but this does not seem to have created any serious situation. One thing is certain, all the companies are in much better shape to handle business this year, and no matter what scrapping there may be there will be some chance of getting goods in reasonable time.



THE PRIZE WINNERS FOR JANUARY

1. C. H. BEDARD, Montreal, Que.
2. A. S. STRACHAN, Calgary, Alta.
3. W. A. KEARNEY, St. Mary's, Ont.
4. W. E. McMONAGLE, Sydney Mines, N.S.

A GOOD SELLING TALK TALLIED

C. H. Bedard, Montreal, Que.

A dapper and rather swagger youth, who was smoking a cigar with considerable relish, entered. He told me that he did not like to wear rubbers, but supposed he would have to, as it was awfully "sloshy" outside and he had a bad cold. He hated such kind of weather, and wished to gracious that spring would come. I told him that there were many persons who never wore rubbers, and that I myself had not had a pair on all winter, and yet my feet had never been wet or even damp. He said that all water or storm proof boots with viscolized soles looked so ungainly and clumsy that he believed he would prefer rubbers. I brought out several leather shoes, but not one seemed to appeal to him. He was uneasy, and declared that he knew the shop had nothing to satisfy him and that I had better fit him with a pair of No. 8 rubbers and let him go. Then I thought of a particular boot in black storm calf that I had not yet displayed. It was a plain lace bal on a narrow toe last, with a medium high heel, and heavy, full, double, waterproof sole. Now, this special waterproof boot retails at eight dollars. We carry only a few of them in stock. He took a notion to the shoe immediately and exclaimed: "Now, that is something like what I am after." He tried it on and it suited him to a dot. He inquired the price, and, on learning the figure, almost gasped. He observed that he had been carried away by his enthusiasm, and had never paid over six dollars "to be shod." I informed him, pleasantly, how that shoe was made of the very best upper and bottom stock, that it was in every sense of the word a shoe for well dressed men, and the firm at the back of it had a national reputation for superiority and pre-eminence in waterproof goods.

Finally, he remarked: "Well, what is \$2 extra anyway, if a fellow is satisfied and will get the wear out of the goods. Here's your money, I'll take the shoes." Now, that rather impetuous caller came to purchase a pair of rubbers retailing at \$1 or \$1.25 at most, and by instruction and good judgment I converted him into a pleased purchaser of an eight dollar boot. I did not destroy his confidence in our store or its goods the same as certain "sell-a-customer-in-any-event" establishments do, and then never see that patron again. He called two weeks later and bought a medium toe, patent pump, with small, flat silk bow, paying six dollars, saying that his best girl was going to give a dance in his honor.

CONFIDENCE AND COURTESY COUNT

A. S. Strachan, Calgary, Alta.

A lady came into the store the other day with a friend. She said that she wanted a combination polish outfit, which I sold her without much difficulty at fifty cents. She introduced me to her friend, who incidentally remarked that she had come to the city to attend a Masonic At-Home. We chatted pleasantly for a while, and she told me that Mrs. G. had insisted on her coming, as the event was one of considerable social significance,

and she had never been in Calgary before. She hoped no one would look at her feet during the dancing, as she had nothing stylish to wear. I asked her if she would like to look at some of our new creations in pumps, that we had received a late shipment with all the newest things about them and had disposed of a good many. She became interested, and said that she would. I explained that we made a specialty of women's dainty footwear, and she looked over several lines, some in mat kid, others in bronze, some satin and some brocade. She explained that she could never wear such a slipper with comfort, as she could not get a fit about the arch. She did not like such high heels. I secured a black satin pump with a full round toe and a 13-8 heel, with a small cut steel ornament, which she took a fancy to. She was prevailed to try it on, and added that that was really what she wanted, as she did not care for extremes in fashion. She asked the price and I told her six dollars. She said that she would take the pair.

Her hostess, who had been looking on all the time and studying the different styles, jocularly remarked that she was not going to be outdone by her guest, and inquired if I could fit her. I soon had her order for a pair, but with a slightly different ornament, a beaded satin bow, and they went away satisfied. Now, there was no particular salesmanship ability about this transaction, but there is a little story. I had taken infinite pains in the past to please the hostess, and she would wait to be served by me when coming into the store. She said that I always knew exactly what she wanted, and the fact that such a good record had been given me by her resulted in her returning when she thought of buying only a small article in the findings line, which I have always believed in featuring, as it leads to larger sales—in this instance to twelve dollars.

A PROFITABLE "IDLE" HOUR

W. A. Kearney, St. Mary's, Ont.

One day I was alone in the store. It happened to be at the noon hour, and I was not very busy. I took a walk to the front of the store and saw a gentleman looking at the window display. I immediately went outside and got in conversation with him. I tried to interest him in our shoes and pointed out some good values for him. I invited him in, and he came with me. Then I showed him a man's willow tan blucher, at \$5.00. He liked it very much, and immediately sat down and tried it on. It fitted him very nicely. I gave him a little talk on the good qualities of the shoes and he decided to take them. I conversed with him a little longer and started discussing cushion sole shoes. I said that we had Dr. Reed's cushion sole with a heavy waterproof sole and a light upper. I showed him this shoe, and he remarked: "There is the kind that I have been looking for." He fitted it on, and consequently I had no trouble in selling him the second pair of shoes at \$6.00. Now, this gentleman was a stranger to me. I had never seen him before, and by getting in conversation with him and inviting him to have a

look at our footwear, I not only sold him one pair of \$5.00 shoes, but also a pair of cushion sole's at \$6.00, thus making an \$11.00 sale, which my employer would never have seen if I had not noticed this gentleman gazing at the window display.

THE BEST IS THE CHEAPEST

W. E. McMonagle, Sydney Mines, N.S.

One night last week a young fellow sauntered in to purchase hockey boots. He said that he only wanted a cheap pair, as it was his first venture in this line. On looking over the stock I found we did not have a cheap pair in his size, so I showed him the best thing we carried, a lightning-hitch, selling at \$3.75. I emphasized the good points of the boot over a cheap one, in regard to style, durability, and value, telling him it would pay him to buy a good boot and leave it on his skates. I suggested he should try the shoe on, which he did. It fitted O.K. I also noticed a hole in his hose, and intimated, in a pleasing manner, that he should buy a pair of heavy worsted socks, which we were selling at 35c, three pairs for \$1.00. He purchased one dollar's worth. I next brought up the question of Sunday shoes. He declared he could not afford a new pair at present, although he needed them, but would call later, probably "the next pay." I said, "Well, how about a pair of rubbers till you buy your new

boots?" He consented to look at them, finally buying a pair at \$1.00. I then told him if he would bring in his skates I would mark them on the boots. He said that he would. He purchased the skates next door and brought them in. I marked them out. He paid me \$5.75, said "good night," and walked out. After supper he brought in a friend for a pair of boots the same as he got, remarking as they passed the window: "This is the place. There is a fine fellow in here—the best ever."

How Would You Start?

The salesmanship competition, which has been a monthly feature in the SHOE AND LEATHER JOURNAL for nine months, and aroused wide interest among clerks, has been discontinued for the present, and two interesting contests on going into the retail shoe business, on a cash capital of \$1,000 and \$2,500, are announced on another page. These competitions are well worth entering. The prizes are liberal, and a wide latitude allowed. Every ambitious young man has a desire to get into business for himself. The problem arises how to go about it. What lines should be stocked, and how should the available capital be divided. Any shoe merchant or salesman is eligible to enter. Send in your contributions, which must reach this office by March 20th.

The Value of a Good Name in the Shoe Business

Handling Widely Advertised Brands, the Merit of Which Is Recognized, Adds to the Prestige and Reputation of a Store—It Means Increased Sales and Selling Satisfaction—The Worth of a Trade Mark

One may ask what is in a name? A name, if of any real excellence, stands for something. It carries prestige and weight. A registered title, through judicious publicity backed up by quality and merit, is worth something—in some instances millions. It is a synonym for reputation, for augmented sales, for a ready market, for a growing demand, for good will and increasingly generous appreciation. It matters not whether the name is that of a firm or its product.

The thousands of dollars which have been and are being spent in creating reputations for certain well-known brands of footwear have resulted in giving them great names which alone stand for all that can be said of their quality. The name would become as synonymous with lack of quality if the shoes were not up to the universal conception of what good value is.

It should be self-evident, then, to you as a retailer that by handling goods which have a national trade name you are taking the sure way of making your own name a synonym for the reputation which these goods possess.

A certain clothing merchant, who by the way "saves" his customers money by giving them unadvertised goods, recently entered a shoe store and inquired for a certain shoe with a nationally advertised name.

The Name Did the Deed

"Haven't got that in your size," the shoe man told him, "but here's a new shoe made by the R— Company—the same concern which makes the shoe you want. This shoe is just out and hasn't been pushed much yet, but it's a good shoe."

The clothier tried the pair on. They fitted.

"I'll take them," he said. "If they're made by the R— Company they're good. The name alone recommends them."

Logic should have told him that the name did more. For one thing it was the cause of this particular shoe retailer getting his patronage.

Perhaps you wish to sell out your business. Inquiry elicits the fact that you have been in your present location for the past ten years and have worked up a good trade by fair dealing and honest prices. Inventory shows that you have about \$8,000

invested in actual stock, consisting largely of shoes possessing a universally known trade name. I offer you that amount.

"What!" you exclaim, "eight thousand dollars; why, I wouldn't even consider less than \$10,000 for the business."

"But the inventory shows barely \$8,000 worth of goods."

You are astounded at my density.

"That's my stock," you tell me, "but I'm selling you my

A TRAVELING QUARTETTE



From left to right are: A. W. Bradfield, J. C. Bryant, Horace Weston and W. G. Damer, who are on the staff of F. J. Weston & Sons, Toronto. Mr. Damer has been traveling for the firm over twenty years, and the others from seven to ten years. They are all "good ones."

business. I've been here for ten years, and have got a reputation; a trade; a name. That's the big part of my business, the prestige which the store has won and the class of trade it commands by reason of the handling only widely advertised branded lines. I am known in this city for handling the best shoes at right prices. This store has always lived up to its reputation—or in other words, its name. It's career has been the history of honesty and reliability."

Some Interior Views of Attractive Shoe Stores



The store in Barrie, Ontario, founded by R. Neill, sr., in 1866



The store in Woodstock, Ontario, opened in 1896

The Neill shoe business owns and controls nine retail shoe stores in Ontario "Honest Goods and a Square Deal" are the business principles upon which the largest retail shoe trade in Canada has been built up by Mr. Robert Neill, of Peterboro'. Stores are located at Peterboro', Lindsay, Barrie, Brockville, Guelph, Galt, Brantford, Woodstock and Chatham. Mr. R. J. Kidd is the general manager



The "headquarters" store in Peterboro', Ontario, established in 1885.

Uniform cartons and labels are striking features of the store interiors, all of which have imposing fronts. Cash and one price to everybody rule and all goods are marked in plain figures. Special attention is given to artistic window displays. All branch managers have been trained in the head store in Peterboro', where the buying is done, and outside orders sent in every week.



The Neill shoe store in Brantford, established in 1888.



The store in Lindsay, Ontario, opened in 1887.

Some Stray Shots from "Solomon"

Plan well. The man who does not plan well will make hash of anything he touches, let him be as smart as he may. Davy Crockett's advice, "Make sure you're right, and then go ahead," is good horse sense that is as much needed to-day as ever it was. But there is too much planning that forgets the French proverb, "Man proposes but God disposes." Don't leave the Almighty out of your figuring. Napoleon planned Waterloo, and, slapping Marshal Ney on the back exclaimed just as the engagement began, "Marshal, we have ninety chances out of a hundred." In the afternoon he was so sure of victory that, after giving an order for the advance of the Chasseurs to crush the English centre, he despatched a courier to Paris to announce the victory. But a mightier hand than that of the victor of Marengo had already ordered the disposal of the fight, and the confident planner became a dazed, broken fugitive. We are given brains to use, but we need to be taught now and then that brains are not all. "The horse is prepared against the day of battle, but safety is of the Lord."

Count up the things you have said, that you wish had been left unsaid; run over in your mind the evil effects you have come across in your experience in connection with wagging tongues. If the troubles caused by foolish and vicious talking could be cut out, the world would be a sight better to live in. "Whoso keepeth his mouth and his tongue keepeth his soul from trouble." Have you one of those unlatched mouths that are always ajar or banging? Get a hasp and staple for it and you will be money in pocket and have peace of mind besides. Of all the dangerous people who live outside the jails, the fellow with a loose tongue is about the worst. He runs amuck everywhere and no quarry seems too small or insignificant for his blunderbuss. The worst of it is there are some fairly decent people who do not seem to realize the damage they do themselves as well as others by setting their mouths going and walking off and leaving them. Get after that tongue of yours. See how much soul trouble you can save yourself in the next year by leaving other people's business alone and keeping your own to yourself.

You can only get out of a thing what you put into it. People play at business and expect to get success out of it. All work and no play makes Jack a dull boy, but all play and no work will make Jack a poor one. Nothing in this world worth having can be got without giving up. It is barter and exchange all the way through. The fellow who makes up his mind to have a good time as he goes along may occasionally, by bull-headed luck, make a success of his business, but ninety-nine out of a hundred successful men have got where they are by moderating their pleasures until they got where they could take them unmixed with anxiety. Pleasure and luxury have slain their tens of thousands. Most young fellows these days want to start where their fathers left off and forget that this very disposition is one of the most fatal to their success. "He that loveth pleasure shall be a poor man; he that loveth wine and oil (luxury) shall not be rich."

What are you worth? You have just taken stock and by now are able to set the commercial agencies right as to your financial standing. But what are you worth? What good are you to the people amongst whom you live? Would your family miss you any more than as a provider of the "needful" for daily expenses? Would your church miss you if you were put away in a six foot hole? Would the community be any the poorer if you went in and out amongst your business acquaintances and

fellow townsmen no more? What have you ever done for anyone but yourself or those you have to support? A man died in a town not far from this city a month or two ago who hadn't enough furniture in his house to liquidate the doctor's claim for the operation that carried him off. He was followed to the grave by the largest procession of mourners, young and old, rich and poor, religious and irreligious, that the town has ever known. Judge Harlan of the United States Supreme Court died recently and left an estate of \$13,000, of which \$7,500 was life insurance. He was known as well, if not better, than the President, and was honored much more than many of the executive heads of the nation. Men like this have not lived in vain, even if they do not leave fortunes. "He that followeth after righteousness and mercy findeth life, righteousness and honor." Don't be a money grubber.

If you haven't a tear for the misfortune of others, look out. That kind of humanity that goes through the world with its nose turned up and its pocket book shut is not the kind that was planted in the Garden of Eden. There are lots of pious folks who lift their eyes skyward and thank God they are not as other men are who will wish in the next world they had been less religious and more human. That kind of religion which shakes hands with itself and passes by want and misery on the other side is not worth a Jericho cut-throat's notice. "Pure religion and undefiled is to visit the fatherless and the widow in their affliction" as well as to "keep itself unspotted from the world." What have you done lately to staunch the cry of the oppressed that goes up day and night to heaven? "Whoso stoppeth his ears at the cry of the poor, he also shall cry himself and shall not be heard."

The sluggard is not the only brother the "great waster" has got. The hasty man is almost as great a nuisance to himself and society as the lazy man. He has no great advantage over his despised brother because he makes very little more progress in his work. "The thoughts of the diligent tend only to plenteousness; but every one that is hasty only to want." There are plenty of busy idlers—people who seem to be everlastingly at it but never seem to get anywhere. They make a rush at a proposition, and when they have knocked out any chance they ever might have had at the game they sit down and repeat the plaint—"saddest of all, it might have been." There is a vast difference between speed and haste. Speed is the result from well oiled engine with a man at the throttle who knows where he is at; haste is the work of a loose-jointed old shunter with a half baked engineer at the lever. "The more haste the less speed" is the modern translation of the Wise Man's aphorism.

Pay more and pray less, is advice that some business people need. There are men who are heard at the prayer meeting who will be heard at the creditors' meeting if they do not mend their ways. There are other ways of paying than discharging financial debts. There are some debts we owe to our families and neighbors that are often left unpaid while we join our voices with the brethren at the midweek service or with the congregation on the Sabbath. Until we get this larger vision of Christian obligations the millennium will continue to present a hazy, far distant perspective. "To do justice and judgment is more acceptable to the Lord than sacrifice," said Solomon to his Jewish subjects. To-day what the Almighty requires of us is to back up our praying with those virtues that are linked in the great commandment with worship—not only must we worship God, but love our neighbor as ourselves.

Credit Is the Toboggan Chute for Business Failure

You Must Keep the Practice Well Under Control, Declares Uncle Hy—There Are Three Classes of Debtors—How to Get Your Headwork In on the Different Species—Some Cheerful Philosophy

By H. M. TANDY

During a few moments lull one very busy afternoon, Uncle Hy picked up the Possum Centre "Budget," and, after carefully wiping his glasses, started to read.

"Hello!" he said, after a moment. "I see E. Z. Skinnem and family have left town. That's the end of my \$9.00 account. Gol darn it, I knowed that cuss was an N.G., an' now he's proved it. Billy, that reminds me of the story my ol' man used to tell of a storekeeper who allus had lots of customers an' lots of business, but never any money. Sounds funny, doesn't it?"



"One day I overheard a man tell his wife not to go to The Possum Centre Emporium for them shoes."

But the reason was he was so doggoned anxious to make a sale, he never stopped to think whether he would ever git his money or not. He'd allus take a chance on gittin' his money from anybody who wanted anythin' rather than see them go out of his store without it. Instid of being pretty sure aforehand that he'd ever git paid he'd do all of his worrying afterwards. An' now, Billy, this cuss Skinnem has moved out of town."

The P'int Is—He's Gone

"Won't he never pay us?" said Billy, in astonishment.

"Dunno," said Uncle Hy, musingly. "He may—but most likely he'll fergit. The p'int is, he's gone, an' my bill ain't settled. Billy, ye can't be too keerful about who ye sells goods to on time. An' another thing, ye wants to be keerful an' not let a man's bill git too high. Let people run into debt more'n they kin pay an' it'll keep 'em from yer store quicker'n a scarlet fever sign. I didn't realize this till one day I overheard a man tell his wife not to go to the Possum Centre Emporium for them shoes. 'We owe them too much already,' he says. Ye see, Billy, if I'd kept arter that feller an' got him to pay somethin' on his account now an' then, I'd a done better than by givin' him all the credit he wanted. Ye give the ordinary critter enough rope an' he'll hang hisself, an' ye give a feller all the credit he wants an' he'll hang yer business fer ye."

"Ye'd think a man ud appreciate getting a lot of credit, and give ye all his business," said Billy.

"Yer a young kid, Billy, with lots to larn yit. Thet ain't human nature. Mind Silas Pettibone, as comes in here? Yes. Well, Silas is a mighty good customer of mine an' a good friend. Silas, he comed in here one day mad as a hornet.

"'Hy,' says he, 'whatnalifax do ye mean by sendin' me a letter for to pay somthin' on account? I ain't never done ye out uv nothin', have I?'"

"'Silas,' says I, not gettin' mad er nothin', 'there wunst was a feller runnin' a general store business who was such a gol darned good feller and such a genuine favorite that everyone who ever traded with him was his friend. Friends is great things to hev—but this chap thought he'd lose his friends by askin' 'em to pay their bills. An' his friends fergot to pay. An' the chap went down the coal hole into the Down and Out Club.

An' his friends was sorry as the Dickens, an' some of them as helped put him there told him so, Silas, think of thet.' Silas secd the pint, laughed, and wrote me out a check fer his account in full. Ye hev got to use d'plomacy 'bout them things, Billy. I could hev made him mad jest as easy as not an' lost his trade fer good, but ye see I got the money an' kept his custom, too."

Credit Is Like a Mule

"Ain't it all right to give credit?" Billy asked.

"Th' world's run on it, Billy. An' credit's all right, too, but it's like a mule—it will pull fer you as long as ye keep the reins over it. But it kin kick like a fool. Yes, ye've got to be mighty keerful, Billy, an' no matter how keerful you be, yer goin' to hev to work like a nailer an' keep at it all the time to get yer money. I'll tell ye what I'm going to do, my boy. Some day I'm goin' to let ye go out an' do some collectin' fer me. Ye'll git lots of abuse an' dern little money, I'm thinkin', fer there ain't no more abusin' class of people in the world then them as owes ye money. It's sad, Billy, but it's true.

"Now that I'm talkin' to ye, I'm goin' to give ye some general advice about collectin'. Ye might say that there's three classes of debtors. There's the fellers that's jest slow pay by nature. They don't never try to beat ye out of nothin', but simply don't pay their bills till they git around to it. The way ye wants to do with them fellers, Billy, is to keep peckin' away at 'em perlately. They'll soon git ashamed of havin' ye come around, and'll settle up. Then there's the fellers that are perfectly honest, but allus a lcetle short. Here's where ye kin git in a little headwork, Billy.

"These fellers generally has about one dollar's worth of bills every time they git hold of 30 cents, so that about two-thirds of the creditors loses out every time. The fellers that git their money from Mr. Unfortunate are the fellers that git on the right side of him.

Get On the Right Side Of Him

"Sympathize with him, Billy. Explain that ye need the money to pay bills that are crowdin' ye. Treat him right. If he grows to like ye better'n the other fellers that are comin' around after their money, he'll make a special effort to pay ye first. An' if ye can't git it all git some. Ye'll soon hev the



"The chap went down the coal hole into the Down and Out club.

account worn down. An' then lastly, Billy, there's the mean cusses who won't pay when they kin git out uv it. It ain't good business to be kindhearted with these fellers, Billy—they don't appreciate it an' will only take advantage of ye. Don't coax 'em. Scare 'em. Make yourself a nuisance. Keep whackin' 'em over the head with a club. Tell 'em if they don't pay ye, ye'll show 'em up as gittin' goods without payin' fer 'em, an' they won't be able to git credit from other places. If ye hev to, Billy, sue 'em. A little experience collectin' will do ye a world of good."

COMPARATIVE PRICES OF LEATHER AND HIDES FOR ELEVEN YEARS

Table with columns for years (1901-1911), leather types (SOLE LEATHER, UPPER LEATHER, HIDES), and various grades (Satin, Oak, Kangaroo, Calfskins, etc.). Prices are listed in cents per pound.

Increase In Price Will Likely Be Five Per Cent.

More Canadian Manufacturers Give Explicit Reasons Why Figures For Certain Lines Must Go Up—Will Not Allow Quality to be Sacrificed—Retailers Should Learn To Charge Odd Prices

The strong probability of a raise in the price of many leading lines of shoes is still being discussed with considerable interest. Several manufacturers, who have specialized in men's, women's and children's foot covering, seriously declare that they will not allow their fall samples to go to the trade unless there is an advance of 5 p.c. in many of the productions, particularly in patent and calf skin.

A leading maker of men's fine Goodyear welts, in discussing the subject the other day, remarked: "While on my trip East I found that the price of leather had advanced over last season in both sole and upper stock, and that the tendency in Brockton and other centres was to raise the price of shoes. As it is, the \$4.00 shoe is in just about the same position that the \$3.50 was three years ago. Leather has kept on advancing in the last few years, so that it has almost put the \$4.00 shoe out of existence as one of quality. The present outlook is that the Canadian manufacturers of men's fine footgear will have to raise the price on fall samples. I am satisfied that the figure we are obtaining to-day makes our margin too close. The general tendency of the hide market seems to be scarce, and prices in the

spring will not be any lower, but will have a tendency to be higher."

An Interesting Tabulation

The SHOE AND LEATHER JOURNAL prints on the opposite page a comparative statement, which recently appeared in the Shoe and Leather Reporter, of Boston. This table, giving in detail the prices of leathers for the past eleven years, is well worth preserving. It will be seen, from a study of the figures presented, that not only have all classes of sole leather, but kangaroo, calfskins in various finishes, and hides of all kinds been increased in price. By following the variations much light may be shed upon the present situation.

A prominent firm, who specialize in children's, misses' and other lines, declare that it is two years since they have augmented prices. They propose to take action this fall, as not only have leathers of all kinds gone up, but the figures for threads, linings, and other materials are particularly stiff. The supply of various kinds of hides and skins has for some time been less than the demand. This has been brought about by the increased use of leather in automobiles, furniture and other lines. The

A DISTINCTIVE WINDOW IN A WINNIPEG STORE



The foregoing attractive horse show window captured second prize during the last horse show in Winnipeg. The back is formed of blue panels and gold pillars, blue and gold being the colors of the show. The fence and race track are made from cardboard, while the doll on the pony is dressed in show colors.

The window was one put in by H. W. Stark, Limited, shoe dealers, Winnipeg, who are the proprietors of the Slater shoe store. The firm do a strictly cash trade. They handle trunks, bags and suitcases, and conduct a well equipped repair department, which, they say, makes a valuable addition to their business and profit.

supply of cattle has also decreased, and a study of the United States returns of the total slaughter in the chief American markets shows that during the last year the number killed was considerably less than even four years ago, while, as already pointed out, leathers are being used in many more lines than a few years ago.

What Another Producer Says

"Yes, we will raise the figure of a number of our lines by at least five per cent., if not more," declared a member of the firm. "Labor costs us more to-day than it did a few months ago, and there are other considerations which make our operation expenses heavier. I have been asked for a detailed statement for the cost of making a shoe at the present time as compared with two or three years ago. This information will be of little use to the public, as the expenses of manufacturing differ widely, owing to local conditions and other considerations of help, shipping facilities, power, rent, and so forth. For instance, one line of shoes can be made in a certain place to better advantage and at a more economical figure than the same goods can be produced in another centre. There is no fear of any combine on the part of the manufacturers. The industry is of too widely scattered a character, and there are too many elements entering into the relationship of the shoe producers for any combination to be formed or any understood arrangement reached regarding prices. I may add that we will advance certain lines, but not all of them, and from what I learn, other manufacturers will do the same. We will not allow the quality or workmanship of our goods to deteriorate. Retailers should learn to charge odd prices. You cannot always make a shoe that will retail for \$1.50, \$1.75, \$2.00 and \$2.50, etc. The conditions entering into manufacturing to-day make it imperative that something should be done, and, no matter what our competitors do we will take action along the lines I have indicated."

Outside View vs. Inside Facts

A Residential Shoe Dealer Tells of His Long Struggle and Final Victory—Clerk Thought the Whole Thing Was Due to Luck and Happy Chain of Circumstances

"My, I wish I had a fine business like Bennett has up there on that street. I would be perfectly happy. In fact, I doubt if I would ask very much more in the shoe line in this world," remarked a salesman in a neighboring Canadian city.

"I continued my conversation with him, and he went on to tell me about what a lucky man Bennett was, how he had fortunately located on the right corner at the right time, and a prosperous growing section had sprung up all around, the trade of whose residents he has been able to hold, 'And,' added the salesman, 'He gets mighty big profits. I do not know of a man that really has a nicer, fatter time than Bennett. That chap's lucky and no mistake about it.'

"Now, that is the way Bennett's business and position appeared to an outsider. I happened to know Bennett very well, and was in his store a few days later," remarked the traveler who was narrating the tale," and, in the course of a conversation over buying, he opened up and told me his history, all that was back of the modest amount of success he had met with. It appears, long before the clerk who had been lauding this man to the skies as a fortunate son of earth came on the scene, Bennett has twice attempted to build up a shoe business in two sections of the city, and after a few months' struggle, had been forced to give up in the effort. He went out to Alberta and clerked for eleven years, and then the health of his wife being precarious, he had to return east. He leased a small shop in an outlying section, and paid fifteen dollars a month for it. Where the rent was going to come from he did not know. The first year was a hard uphill fight for existence. He saw that the district was growing, however, and he firmly determined to stay with the game. He kept open early and late, and, by studying the wants of his few customers and getting to know them all per-

sonally, he gradually strengthened his hold upon them. He added to his stock little by little, and sent out to a select list of customers, neat, illustrated booklets which were furnished by manufacturers. This list of names for mailing purposes was carefully gone over every three months, and every new caller at the shop, to whom a sale was made, had his or her name placed in the book. He first adopted the plan of giving a ruler to each school child who purchased a pair of shoes at his store, and, taking the initiative in many innovations, he gradually saw trade branching out and business, which he never expected to corral, coming his way. He never misrepresented a shoe, and took infinite pains to see that each customer was properly fitted and sent away satisfied. He had good selling talks for each line. He knew the merits of his goods, and what kind of footwear certain manufacturers excelled in. Whenever he could spare a few dollars he added a silent salesman show case or some up-to-date shoe stand or fixture for properly displaying his wares in the window. He believed that Rome was not built in a day, and by care, shrewd buying, a close study of what the residents in his section wore, what was the average price, and other details, he managed to attain his present standing and prestige. It cost him much thought, worry and application, but, when the tide had turned, there was no stemming it. Bennett to-day has one of the finest footwear establishments to be found in any city of the Dominion.

"That is the story in brief, but, to hear that glib, care free, young salesman talk, you would think that all these things came about by chance, that the business had been built up on sheer luck."

In the Manager's Office

To look at this picture you would think the occupant of the office is working—and he is. The industrious young man at the desk is L. B. Hutchison, manager of the Toronto warehouse of the Kaufman Rubber Company, of Berlin, Ont. He entered the employ of that company when it was started, and nearly two years ago was placed in charge of the Toronto warehouse. Pre-



viously Mr. Hutchison was with the Berlin Rubber Company for six years. He comes of a family that has long been associated with the shoe trade. His father, John Hutchison, is manager of the Breithaupt Leather Company's tannery, at Penetanguishene, Ont. A brother, E. E. Hutchison, is secretary of J. Eveleigh and Co., Limited, Montreal, with which firm he has been connected eighteen years.

Some News and Views on Snappy Styles

GLASS HEELS ON SLIPPERS

Word comes from Washington, D.C., that Mrs. Longworth (Alice Roosevelt), who is responsible for many innovations in dress and fashions, is astonishing her friends by wearing cut glass heels on her slippers. Mrs. Longworth created this Cinderella effect in connection with a gown with tulle shoulder wings, another Longworth fashion. The train was divided in two parts, and as she stepped it parted long enough to give a glimpse of sparkling heels. When Mrs. Longworth dances the effect is even more startling and more spectacular.

FANCY SANDAL SLIPPERS

A strong feature in footwear is the sandal slipper, which is having a great rage in Paris at the present time. These 3 and 4-strap sandals are being worn with afternoon and evening dresses. The straps are often finished with silver or cut-steel buttons. To aid the fitting, some of them have an elastic goring inserted between the quarters. These are worn in black patent leather, black velvet, and combinations of black and white.

Paris bootmakers are counting upon considerable use of antelope and brown dressed leathers. Owing to the revival of tan and champagne tones in dress goods footwear in these colorings will doubtless come into shoes prepared for the Riviera season. Medium dark tan dress leather is effectively combined with antelope in soft fawn shade.

BLACK AND WHITE

Black and white footwear is expected to have another season of great popularity. New models, also for the Riviera, show black patent leather and black velvet combined with white kid and white antelope.

Shoes and slippers of the Colonial type, with ornamental buckles of medium size, oblong and oval, are booked for a big season. The Colonial effect is shown with the dressy Louis heel and also with the military heel.

DANGERS OF HIGH HEELS

The high heels at present so fashionable with elegant Parisiennes do not meet with the approval of the French medical faculty, says a London despatch. It is asserted that they displace the centre of gravity and throw the weight of the body entirely on the forefoot, occasioning a contraction of all the muscles of the toes and the muscles of the legs, which eventually results in painful fatigue. Heels of an exaggerated height are also declared to be the cause of frequent accidents, owing to the "instability" of the wearer, and if long enough continued they cause varicose veins.

IN THE DAYS OF OLD

On another page is a boy's stoga. It was the thing in 1875. It is equipped with the old-fashioned copper toe and colored calf front, being one of the W. B. Hamil-



The "tiny tots" seen above are seventy years old, and belong to J. J. Farewell, shoe traveler, Toronto. It will be noticed that the tops are fabric and lace on the sides. The boots are hand-made, and no two in size. They were worn by a cousin of the present owner, and are somewhat of a family relic.

ton Shoe Co.'s best sellers 37 years ago.

SELL PEOPLE WHAT THEY NEED

Addressing a recent meeting of the Boston Retail Shoe Merchants' Association, And. C. McGowin, shoe buyer and manager of shoes for Wanamaker's big stores, gave an interesting and pointed trade talk. Speaking of old stock, he said that new stock is old after it is placed on the shelves if there is no demand for it, and that a buyer does not have to wait two, three or six months to find out

whether it is old stock. He urged the shoe men to sell customers what they need, rather than what they want, because if you sell them what they want and it does not come up to their expectations the chances are that customer is lost, whereas by selling what you know they need, and having faith in the wearability of the shoe, the customer is satisfied and becomes a regular patron. This is the policy Mr. McGowin follows in his shoe departments and which has made it possible for him to do fifty-two per cent. of his total shoe business on glazed kid shoes. This method of selling customers what they need is accomplished by intelligent attention and careful salesmanship on the part of the clerks.

A SLIGHTLY DIFFERENT METHOD

A shoe manufacturer tells an interesting experience of a retailer who bought a line of his shoes to retail at \$3.50 a pair. He feared that he could not sell this line to certain classes of trade, who had been buying cheaper shoes. When a customer came in and wanted a \$2 pair of shoes, he was treated as follows: He was fitted to the \$2 shoes. The shoes were done up ready for the customer to take out, and his \$2 was put in the cash drawer. Before he left the store, he was approached something as follows: "Before you leave, I want to show you our new line of \$3.50 shoes." Presenting the shoe for inspection, the salesman would say: "We believe that you will get more than twice the service out of this \$3.50 shoe than you can get out of the \$2 shoes. If this claim of ours doesn't prove true, come back to us and we will make a satisfactory settlement." The customer, after thinking the comparison over a moment, in seven cases out of ten asked to have the \$2 shoes he had already bought exchanged for the \$3.50 shoe. The principal weight of this argument probably lies in the fact that the retail dealer was willing to give the consumer what he called for, and did not at the outset try to sell him something else.



An important part of the business of some New York shoe dealers is making special shoes to order. The largest part of this business comes from women, who usually want a novelty style not to be found in regular shoe stocks. The style illustrated herewith is a custom-made novelty, original in conception and design, made by L. Miller, 1554 Broadway, New York, for a well-known society woman. Mr. Miller has named this style the "Congress Gaiter Boot." The circular vamp and quarter is patent kid, the top is of royal purple silk with gored sides, and an imitation button fly of purple silk and four small black pearl buttons, turn sole and Louis heel. A style of this character will never become popular, and is shown simply as an example of custom-made novelty shoes which dealers in high-grade footwear are often asked to make.

POOR CLASS OF TANS

In referring to the annual meeting of the shoe manufacturers, held recently in New York City, the Shoe Retailer says:

From all outward evidence, and not paying any attention to the stories that

have been circulated about what happened at the meeting of the executive committee, and at the executive session of the convention—for the trade paper representatives present were requested to leave shortly after the convention opened—nothing of great moment was accomplished except the adoption of a resolution on the tariff, and, to our mind, most important of all, the resolution on tan shoes.

The latter question really is important. Retailers everywhere have received complaints from many customers who purchased tan shoes and after wearing them a short time returned with the vamps cracked, or the leather peeling or chipped. This trouble is found almost exclusively in tan leather made by the



Boy's stoga with copper toe.

chrome process of tanning. The retailer has got no satisfaction from the manufacturer because he, in turn, had no redress from the tanner, who would not stand behind his product.

Chrome tan leather now is almost in the same class as patent leather. We feel that the association was warranted in passing a resolution almost as strong as the one treating of patent shoes.

The association will endeavor to have every shoe manufacturer making tan shoes—and that means practically all of them—place a copy of the association's resolution in every carton containing shoes made of tan leather as a means of educating the



A fancy sandal, ball slipper, made in Germany.

public to the proper care of tan footwear. By this method it is hoped to lessen materially the complaints from consumers and relieve the retailers from the many disagreeable experiences arising from the popularity of this stock.

New Fall Styles

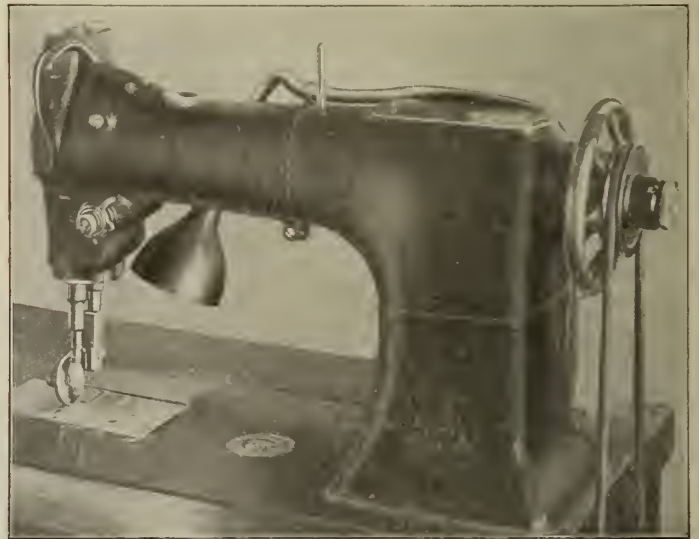
The majority of shoe factories are now pretty well on the way with their fall samples. Several new lines will be exhibited. The showing in tans and patents will be strong. Button lines will have about fifty per cent. of the call. Vamps will still be short and tops high. Heels will in some instances be a little

lower. An effort has been made to displace bluchers and bring bals strongly to the front, but the attempt is not meeting with any great degree of success. The modified high toe will hold its own in women's. For men a straight last with receding toe and flat heel would appear to be gaining much in popular appreciation.

Permel Specific Lighting System

During the past year there was developed a system of specific lighting, for the purpose of economically lighting all kinds of small machines, where the operator's attention is to be centered on a small area, as on different classes of sewing machines. At first this system was developed particularly for machines used in the manufacture of shoes, such as stitching, eyeletting, vamping, embossing, skiving, etc. But it immediately created such an interest throughout the industrial world that it was soon extended to take in a broader field, until now this system is used on machines in connection with the manufacture of shoes, cloaks, skirts, gloves, overalls, etc. Although the system was brought to light only last year, yet it was in the course of development for a long time, and was evolved to fill a need.

Manufacturers in the textile and leather goods lines have realized that the old method of illuminating their machines and



factories was not the most efficient. In fact, any one who has observed the ordinary method of lighting the work on individual machines by the use of large glaring arcs, drop lights, etc., cannot but realize that this method of illumination is expensive at its best. It could be cheapened considerably if high efficiency Mazda Lamps were used instead of low efficiency carbon lamps, but even then it would be inefficient because of so much of the light being used to light waste space. There is no logical reason for lighting the ceiling, where no work is being performed. On the other hand, where the light is wanted, and in fact the only logical place to concentrate it, is on the work—right down at the needle point. It was to accomplish this very thing that the Permel System of Specific Lighting was developed.

Even the small amount of heat that is produced is removed from close proximity to the operator's head. Manufacturers are commencing to realize more and more every day that the size of their profits depends largely upon the efficiency of their operators, and the efficiency of those operators in turn depends to a large extent upon their health and general satisfaction. Therefore, any device which will save the operators' eyes, protect their health, and in general make them more satisfied, is bound to prove a profitable investment. The Permel Sales Co., N. Vine Street, Warren, Ohio, have developed and are selling this system. Their slogan is: Economy to the proprietor, and better light to the operator.

Have You System and Discipline in Your Store

Make Your Humblest Employee Feel That the Success of the Business in a Measure Depends Upon Him—Sound Advice on Delivery, Credit and Securing Mailing Lists—The "Sporty" Shoe Salesman

By "THE SALES MANAGER."

That S-Y-S-T-E-M spells success there can be no doubt when we think of the wonderful volume of business done annually by America's leading merchants, many of whom started in a very small way.

To what else can their success be attributed? Perhaps foresight, determination, coupled with unusual ability, even capital—but these splendid assets would not count for much without system. Many a man has begun business with capital and ended a complete failure, on account of the lack of system in his business.

To begin with, what could be better than to give employees certain responsibilities and duties, and make them feel that they are something more than to grunt at. The employer who tries to do everything himself, to insure its being done right, generally ends up in the poorhouse or the insane asylum. Why not make your humblest employe feel that the success of the business, in a measure, depends upon him? The small boy in knee breeches, who carries the shoe parcels, is not too small to recognize. Did you ever stop to think how much trade you lose through a poor delivery service? Your means of conveyance may be only a boy of twelve years or half a dozen delivery wagons. It makes little difference, such help is underpaid as a rule. These employes are looked upon as the "kid" or the "driver," and usually get the "dirty end of the rag," so to speak. Too often they are slightly referred to. The ranks of many of the most successful shoemen are, however, filled with former messenger boys and window cleaners, who could not be kept down.

Can Make or Mar Your Business

Mr. Employer, your delivery service is one of the most important features of your business, and can make or mar it. Are parcels always delivered to the right persons at the promised time? What happens when there is no one at home? Are they left in the porch or on the doorstep? I know of a case where a pair of \$4.50 shoes were left "inside the screen door" when the bell was not answered. The next day the gentleman called at that store and asked why his shoes had not been delivered. The "driver" was called and made the above explanation. The shoes had been stolen by someone, there is no saying whom, but that bit of carelessness might easily suggest "a cheap pair of shoes" to a crooked man. Of course, the firm had to stand the loss. I heard of another case, where a pair of chickens were hung on the doorknob to await the arrival of the owner, who was absent from the house. What a meal they would have made for a hungry dog. Luckily the owner arrived first. This last instance may not appeal to the shoe retailer, but they both go to show what kind of brains are employed by some up-to-date merchants. Can you afford a cheap man at \$8 or \$10 per week to do your delivering. Think it over, get "brains" and "judgment," if it does cost a few dollars more. It will pay you in the long run.

A number of prominent merchants, who have built up big businesses largely through system have a rule that every parcel must be signed for by the recipient before being left. Thus, even if a parcel should be delivered to the wrong house, it can be traced and handed to the rightful owner.

Entries in The Parcel Book

Do you do any credit business? How much money do you lose annually through forgotten charges? How very few of us are blessed with good memories. Many retailers use the fol-

lowing method. When the customer wishes to have the parcel sent, the name and address, salesman's number, etc., are entered in the parcel book thus wise:

Date Tuesday, January 2, 1912

Ck.	No.	Name	Address	C. P. or N. C.	Del. by
1	7	Mrs. H. Jones	Front St.	C	No. 2

The C.P. or N.C. column shows whether it was a charged, paid, or no charge parcel. The book is checked every evening, and if there should not be a charge for a parcel the salesman's memory is fresh on the matter, and the charge is made. This will be found a splendid system, as it not only is a precaution against forgotten charges, but it also gives a record of all delivered parcels, which can be referred to at any time. The used sheets are preserved in binders, just as carefully as original charges. When charged parcels are taken by the customer it is a good rule to enter the charge before the goods are wrapped. Sometimes a salesman is apt to neglect this in order to oblige a customer who is in a hurry.

Secure Good Mailing List

How do you handle your cash sales? If a customer disputes an article on his account as being paid for at the time of getting the same, can you trace it and be absolutely sure that he is right? If you cannot, there is a system provided that makes this possible. It is nothing more than the modern cash book used as intended, *viz.*, the purchaser's name should at all times be used in making out the slip. It is also necessary to mark the date plainly. The former rule is very little used, even in the larger stores. One reason is because of the little credit business done. This rule, of course, would apply more to the retailer doing a cash and credit business. All duplicate slips should be filed in order, so that they can be referred to at a moment's notice. Some will say, "Too much red tape," which is only a popular name for "system," after all.

Think what a nice mailing list those names will give you, and then you will be able to call your customers by name the second time they enter the store. Writing the name helps you to remember it. Calling your customers by name gives them the impression that you are specially interested in them, and your sale is half made before you have shown the first pair of shoes.

The Story Telling Salesman

Are your employes shoe salesmen or all-round athletes? The athlete is a splendid fellow as a rule. A sound body is essential to a sound mind, but salesmen who are continually discussing the popular sports of the day, such as hockey, baseball, etc., etc., during business hours, especially when customers are in the store, are not giving you value for your money, and should be allowed to try their skill at these games in a professional way. Judging from the knowledge that some salesmen seem to have,

they would undoubtedly "make good." The "athletic salesman" is by no means the worst kind.

There is the fellow who always has a new story of the "spicy" kind and cannot get his mind on his work until he tells "the boys." Some of these stories are a very good kind to get rid of, and they should be vomited on the dump, where the other refuse is put.

Mr. Employer, do you get the best out of your employes? Study them individually. Perhaps they have a talent sleeping, but not dead, that you never dreamed of. A kind word or a suggestion from you would be as oil to fire. About the only time some employers exchange a word with a junior clerk is when they refuse him an increase in salary. If you want your employes to respect you and give their best to your business, get in harmony with them, "draw them out," and forget this "bread and butter" talk

Simple Way to Locate Shoes

A shoeman in a central Ontario town, who runs his own store, but employs no clerk except on Saturdays and busy evenings, has hit upon a novel way. Said he "I have to go out of town once in a while and then my wife attends to the store. She often complained that she lost sales because she could never get onto the stock and find the goods that the people wanted. So I hit upon the scheme that you see before you. I had neat slips printed, pasted them on the shelves and classified my shoes accordingly. On the men's side I

had vici-kid bluchers, No. 7; gunmetal bals, No. 8; tan Oxfords, No. 6; patent button, No. 9, and so on. All the shoes of the size and of the leathers and style named were put on the shelves just above each printed slip as you see them there. The same plan was carried out with respect to the women's footwear. This arrangement has worked out first rate. My wife can now find any kind or size of shoe in stock in a few seconds and knows exactly what we have. Then this method is excellent for sorting and enables me to know what lines are not moving quickly. It may not serve for other stores but it does very well for mine."

The Month Shaped Up Well

Dealers are better satisfied with January than usual. Sales of seasonable goods, delayed by the open season before Christmas, have come with a rush since the first of the year, and it has kept the retail trade busy maintaining stocks intact in some lines. In rubbers and felts, of course, there has been a steady and profitable demand, while in skating and hockey boots, as well as in heavy lines of both men's and women's wear, there has been a good trade done. Money has seemed to be more plentiful than usual and accounts usually difficult to get in after the turn of the year seem to yield more readily to pressure. Altogether, the general opinion seems to be that January has been an exceptionally good month, and if February only carries its share of the burden, shoe stocks will be pretty well cleared up of winter lines by March 1st.

The Correct Thing to Wear in Shoes

A Handy Guide For the Retail Shoeman to Consult

WOMEN'S WEAR

DAYLIGHT

FORMAL—Wedding, formal call, matinee, reception, luncheon, concert, musicale.

Patent leather slippers to suit taste, conforming to gown. Suede calf or kid, white or colored. Patent kid slippers.

INFORMAL—Shopping, business, ordinary, morning wear, conventions.

Colored or black, calf or kid boots, moderate heels and toes; blucher, bal or button.

FORMAL—Church, promenade, afternoon formal functions.

Boots, or low cuts to harmonize costume in color. All leather or cloth tops. Dull or patent.

INFORMAL—Walking, automobiling, driving, recreation.

Heavy, colored or black, high or low cut. Rubber sole. Calf or kid, buck or cloth. Moderate heel and toe effects. Individual tastes.

EVENING

FORMAL—Wedding, reception, ball, formal dinner, theater, concert.

Reception slippers to match gown, leather or fabric. Patent or dull pumps.

INFORMAL—Home dinner, informal dinner, club affairs, informal gathering.

Boots or slippers conforming to costume. Dull pumps. Cloth tops, with dull or patent vamps.

MEN'S WEAR

DAYLIGHT

FORMAL—Wedding, formal call, matinee, reception, luncheon.

Patent leather, button or bal. Dull or cloth top, cap toes.

INFORMAL—Street, office, ordinary morning wear.

Calfskin, dull, semi-bright or tan. High shoe or Oxford. Button or laced, blucher or bal. A wider range of taste.

FORMAL—Afternoon reception, church, or other formal functions.

High shoe, patent leather, button or bal. Dull or cloth top, moderate shapes, cap toes.

INFORMAL—Walking, automobiling, golf, driving, recreation.

Heavy, colored or black, high or low. Individual taste. Rubber soled, buck, calfskin or cloth.

EVENING

FORMAL—Wedding, ball, reception, formal dinner, theater, concert.

High boot, patent leather button, cloth or dull leather top, plain toes. Patent and dull leather pumps.

INFORMAL—Home dinner, informal dinner, stag dinner or club affairs, informal gathering.

High boot, dull leather laced or button tops, dull leather pumps.

Changes as occasion demands.

Two Interesting Competitions!

1. How I would start in the shoe business on a cash capital of \$2,500

First Prize	-	-	-	\$10
Second Prize	-	-	-	7
Third Prize	-	-	-	5

2. How I would start in the shoe business on a cash capital of \$1,000

First Prize	-	-	-	\$10
Second Prize	-	-	-	7
Third Prize	-	-	-	5

Men already in business can use their own actual experiences as a basis for an article, telling how they would enter the field if they had to do it again with a capital of either \$1,000 or \$2,500.

The "Shoe and Leather Journal" should also have some good stories from young men who contemplate going into business, and who have, no doubt, figured how they would do it on a certain cash capital.

The question is: If you had \$1,000 or \$2,500 in the bank and wanted to start in the shoe business, carrying heavy, medium and special lines, rubbers, findings, etc., how would you go about it?

We thought first of specifying a particular set of circumstances to govern each competition, but decided against this idea when we considered how widely different in details are the problems which confront merchants in different localities when they begin in business.

We would much prefer that contestants take conditions as they exist in their own towns, or others with which they are familiar.

Tell just how you would spend your money on fixtures and stock, how you would go about your buying, what you would buy, and why; what financial accommodation you would desire and how you would arrange it; what amount you would invest in working shoes, walking boots, light goods, rubber shoes, novelties, findings, and the various other lines that would constitute your stock. What would you set aside for advertising, and how you would spend it, etc.

Don't imagine that it will be necessary to write your story out in fine literary style. We don't care much if you scribble it on wrapping paper, so long as the facts are plain. We'll attend to putting it into good newspaper form. Literary merit won't count for a fraction of a point when it comes to the judging of the entries.

These Competitions will close March 20

In addition to the prize-winning stories we will publish all others that possess sufficient merit, and for each one so used the "Shoe and Leather Journal" will pay \$3. This means that every contestant who devotes some little time and study to his story is pretty sure of receiving at least \$3 for his trouble, not to speak of the benefit that such thought and calculation will bring to him personally. For any further information you desire regarding these competitions write

"Competition Editor", Shoe and Leather Journal

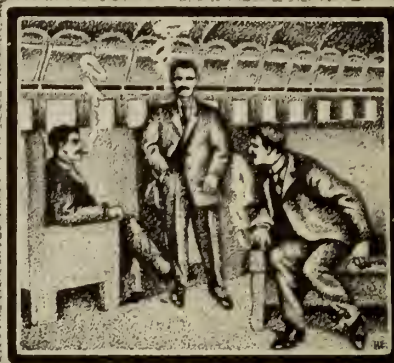
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On the Road



JUST A LITTLE TALK ON "TROUBLES"

"I see that shoe manufacturers are talking of increasing the price on some lines of goods, if not all," remarked a shoe traveler, residing in London, who has been on the road eighteen years. "They contend there is no line of business in which so much money is invested in both plant and in the individual product and on which there is such a small margin of profit. They may be right."

Then he mused for a time and went on smoking hard. "Say," he added, evidently in a rather confidential mood. "I have never been a welcher, or a squealer, I have never peddled my troubles and have always kept a still tongue in my head, no matter how luck or sales have resulted. I am pretty well known to the boys on the road, and enjoy the confidence of many who now and then come and pour out their woes to me. I never reveal these confessions. Then there are the other kind who are always informing you of how many thousand dollars' worth of goods they sold last year, how fat are their salaries or commissions, and what a snap they have disposing of certain lines. The samples will almost do all the talking; they are so shapely, attractive, snappy and fetching. I always take the talk of such men with a grain of salt. In the first place, if a road man is making big money, he rarely, if ever, tells it. People generally learn of these facts without their being published from the hill tops. You can double discount the tale of a man who jabbers about his earning capacity and speaks of thousands as glibly as the average fellow refers to hundreds.

Beware of the Boastful Talker

"The true state of affairs is that the average shoe traveler is not making what he should. If he is on commission the guarantee is too small or the territory which he covers, too restricted for him to pile up a large amount. The competition is fierce. You know nothing about it unless you have been up against the proposition, as I have for many years. It does not matter much whether you are on salary or commission or both. Circumstances hit you about the same way. I had represented an Eastern manufacturer for years and had a straight salary. The first year I did not earn it (based on the usual sale commission allowance of five per cent.) and the sales manager called me into his office one day and told me that I could have another year of it. If at the end of the coming twelve months I did not buck up to the mark, then I could look elsewhere for a job. Well, that year I considerably overran the figure and the firm were well pleased. The following year things were rather dull in Canada and worse across the line. Everybody was afraid that he would get loaded up with footwear and accounts, which for spring and fall orders had reached as high as five and six thousand dollars, fell off to less than half that sum. The end of 19— came and once more I had a seance with the sales manager. He told me frankly that I had not earned the amount they were paying me.

The Aggregate Did Not Count

"I informed him that based on the five per cent. allowance, and taking the three years into consideration, my total sales had a

surplus of some twelve or fifteen thousand dollars. He gave me one look and said that I must never go back—that the past did not count and, having established a record in 19—, and shown, a gratifying gain, I was expected to overtop it the last twelve months, which owing to the depression, I had failed to do. As he did not seem disposed to consider work in the aggregate, I saw that next year might go hard with me and that my course with this firm would, perhaps, be over. I secured another post on a strictly commission basis, and I am working under this condition to-day. I find it far more satisfactory as it is a kind of co-partnership affair. I mean by this that the more goods I sell the more money I make for both myself and the firm. There can be so many kicks coming.

"But here is the rub. In the commission selling basis I get only five per cent. on what goods are actually booked by me, shipped and paid for. Very often one of my customers will go to the city personally and buy, or he will send in a sorting order by mail or telephone, for which I get no credit whatever. Now, that is not fair. I maintain that all business which comes off my territory should count. I cannot be everywhere just when a merchant wants to give an order, but I have been, no doubt, influential in retaining that customer for the house and keeping up his connection.

Some Drawbacks to Commission Basis

"Here is another phase of the situation which some jobbers and manufacturers might very well make a note of. I have taken orders for ladies' tans, certain sizes, men's patent bluchers, satin pumps, youths', girls', and other lines on a popular last and heel, width or leather, and lo and behold, the house has not had these in stock, although they have not advised me of the fact. I took an order the other day for five hundred dollars' worth of two different lines. When I got back on Saturday, I was informed that they were out of that class of goods. There had been a run on them and they could not obtain any more. Now my allowance would have been twenty-five dollars, as that retailer was good pay. He would not accept any substitutes and the order went to another firm. What I have to say is this, if a firm is short on certain sizes, widths, toes, or patterns and cannot obtain them, they should notify the traveler at once so that he would not be placed at a disadvantage and, after booking business in good faith, be unable to 'cash in' on it. It is not fair to the road man to do business, bear his own expense, and then not tally in the matter of commission, through no fault of his, but solely owing to the house being unable to supply the goods. He should get a measure of credit at any rate.

Where and How Things Fade

"I say you have to sell a lot of shoes when you are out on commission to make a good living. Expectations are never up to realizations—at least very rarely. I know a traveler who went out a year ago last September with a nifty line of fall samples. He covered the Maritime Provinces for a Montreal manufacturer, who turns out some of the choicest stuff in Canada in the way of women's footwear. He booked that fall over sixty-five thousand

dollars' worth of business. He reckoned that he would have over three thousand dollars coming to him, less his expenses. Well, some orders were deferred, other retailers went to the wall, three big orders were cancelled from one cause or another, and then things were not running smoothly at the factory. Shipments were delayed weeks after specified and were sent back. Out of the sixty-five thousand dollars of spring placing orders, when the time for computation came, how much do you suppose that pile has dwindled down to—less than forty thousand. And mind you this is not an exceptional instance. You cannot count on one hundred per cent. efficiency or returns in any cause. Things go wrong and you have to take the bitter with the sweet.

They See Only the Glimmer

"Many a man 'on the pike' has to represent two or three firms to make anything like a decent living. Expenses of traveling such as hotel bills, rates for sample rooms, tipping, and other demands are going up all the time. The traveler has much to account for that is never taken into consideration, in the way of cancellations, non-delivery of goods, out of sorts, doubtful pay on the part of certain customers, and other difficulties. At the end of twelve months, after he has figured up his actual traveling outlay and what is coming to him on goods delivered and paid for by the retail trade, the net result is not so large.

"Now do not let any one who has not been on the road for years imagine that it is an easy, comfortable life, with orders awaiting you at every turn and nothing to do during the remainder of the day after you have called on two or three men who may or may not buy. I have numerous retail salesmen coming to me every week insinuating what a snap a traveler enjoys, how they would like to get out of the humdrum monotony of retail life, and take a position on the line with some live, reputable wholesale or manufacturing firm.

A Comparison of Conditions

"One young man remarked the other day, 'Here I have been working for B—— nine years, and am only earning sixteen dollars a week. It must be nice to sell shoes in two, three, six and seven hundred dollar lots at a crack instead of one pair at three or four or five dollars. My business is picayune, trivial, dribble, dabble, in every sense of the word. I tell you I am going to get on the road. It often takes as much talking and persuasive power to dispose of a single pair as you exercise in disposing of hundreds of dollars worth of footwear.'

"I told that young man a thing or two, and I hope his erroneous impressions have been corrected. He has his home life, family comforts, regular hours and meals, knows exactly what he is getting and does not have to catch trains at all times, put up with detestable accommodation, wait hours to see a prospect, meet with all sorts of disappointments, go out in every kind of weather, act as adjuster between contending parties, have some weeks pass when orders taken will not cover traveling expenses, and a thousand other things 'too numerous to mention,' as the auction sale bills read."

The Earliest History of Shoes

It cannot be stated with certainty how, when or where the wearing of shoes began. It can only be surmised that some contemporary of the Stone Age, finding his way beset with stones or strewn with thorns, thought to fasten about his feet the raw hide of the animal he had slain, and that then was born the germ of utility that through the centuries has evolved into the modern shoe. The earliest shoes worn in the northern part of Europe were undoubtedly shaped like the moccasin of the American Indian, and were made of raw hide with the hair outside. They covered the whole foot and partly enclosed the ankle, about which they were fastened with thongs that laced through slits in the hide. Such were the shoes worn by the ancient Germans and the Celts of Brittany. In sunnier regions the first foot apparel was probably a sandal of straw, palm, wood or hide fastened to the foot by a thong passing between the big and the

next toes and laced about the ankle. Sandals of this kind are not unlike those of the old Hebrews, the ancient Egyptians, and the Assyrians and Persians. The earliest mention of shoes in the Scriptures is in the 14th chapter of Genesis, (about 1913 B.C.), where Abram tells the King of Sodom he "will not take from a thread even to a shoe latchet," lest the king claim he made Abram rich. Again (about 1491 B.C.), where Moses is commanded to remove his shoes before the burning bush, for the ground upon which he stood was holy. The shoes that the traveler sees at the doors of mosques and Eastern temples point back to this act of early reverence, as well as does the custom of removing the shoes in the presence of Eastern potentates.



Section of holiday window put in by E. G. Trick & Bro., shoe retailers, of Winnipeg

Wooden Clogs in England

Are Leather Shoes Beyond the Means of the Ordinary Working Man To Provide for His Family?

An effort to substitute waterproof and practically indestructible wooden shoes, the sort worn by peasants in Holland, France and other Continental countries, for the cheap leather shoes worn by the school children of very poor parents was made in England some time ago, but was not a success. It has been revived this winter and evidence is accumulating that in parts of the country there is an increasing use of the cumbersome footgear.

The argument in favor of the clogs is that leather shoes are beyond the means of the average English workingman's family, while clogs are cheap and never wear out, generally speaking. Many school children of the poorer classes wear mere apologies for shoes, soleless affairs, with holes that let in water and lay the foundation for pneumonia and other diseases.

Several years ago when Sir John Kirk, director of the Ragged School Union and Shaftesbury Society, joined Lady St. Helier in an appeal for funds to supply poor children in the London schools with foot wear on the part payment system the suggestion was made that clogs be supplied these children as more durable and serviceable than leather shoes. According to Percy Gray, of Orlehar, Bude, North Cornwall, who wrote to Sir John Kirk on the subject, he was met with the objection that cockneydom would not wear clogs.

That objection seemed to have been well taken, for the effort to have poor school children in London adopt the wooden substitutes for leather shoes did not get very far. The renewed effort is finding encouragement in testimony of persons who have made the clog experiment with some degree of success.

Richard B. Martin, of Tewkesbury, is one of those who have reason to be pleased with charitable work of this character.

"Last winter," he says, "I gave a few pairs of wooden clogs to some children who have to come a good three miles to school through a wet and dirty lane. The clogs 'caught on,' and this year I gave away nine more pairs, and my wife over fifty pairs to one village school. They seem to keep the children's feet warmer than old and well worn leather shoes. I had the clogs from Warrington and they cost 2s. 6d., a pair; men's size, 3s. 6d.

Things That Are Going On In The Shoe Arena

Interesting Notes Gathered From a Variety of Sources and Put In Short Shape for the Perusal of Subscribers—
Personal Movements and Other Events That Help to Make Up the Round of Daily Life

B. Patry & Co., shoe dealers, Hull, Que., are offering to compromise.

G. Bedard, shoemaker of Selkirk West, Man., has gone out of business.

S. Reinhorn has embarked in the shoe and clothing business in Saskatoon, Sask.

Trudeau & Frere, shoe retailers, of Montreal, have made an assignment.

John Hufner has opened a new shoe store in Lethbridge, Alta.

Mr. Odell, of Fisk, Limited, Toronto, was in Quebec last week on business.

Messrs. Dowling & Creelman, of Brandon, Man., were in Toronto and other Eastern points on business last week.

H. B. McGee, of the Minister, Myles Shoe Co., Toronto, was in Quebec city last week on a business trip.

Campbell Bros., of Port Arthur, have disposed of their business to Kaufman and Humphrey.

Mr. Milton, formerly of the Arcade, Hamilton, Ont., has opened a shoe store on Barton Street, in that city.

The assets of Louis Spevack, shoe retailer, Winnipeg, have been sold to Phillips & Shore.

The shoe stock of John McCaughan, Montreal, Que., was damaged by fire recently.

W. C. Rising of Waterbury & Rising, St. John, N.B., was in Montreal last week on business.

The stock of W. G. Hicks, dealer in boots and shoes, Medicine Hat, Sask., was badly damaged by fire recently.

R. T. Aitkin of Galt, Ont., shoe retailer, recently made an assignment to Richard Tew, Toronto.

John Newell, dealer in harness, Creemore, Ont., has disposed of his business to Thomas Thurston.

D. G. Hardie of Hardie & Moore, Toronto, was in Montreal for a few days on business.

James Shrive, shoe retailer, Ottawa St., Hamilton, Ont., is enlarging his store and making other improvements to his premises.

Kentucky's proposed anti-tipping law passed the Lower House of the Legislature by a vote of 59 to 7. The bill provides a fine for tipping waiters and porters.

Among the visitors to the recent automobile show in New York were Clarence F. Smith, R. J. Younge, of Montreal, and R. E. Jamieson, of Toronto.

Marlatt & Armstrong Co., Limited, leather dealers, Montreal, expect to move into fine new quarters on William Street in that city in a few weeks.

A. E. Cudmore, 952 Gerrard Street East, Toronto, has opened a branch shoe store at 320 Danforth Road, which is under the management of Albert Chadwick.

A. L. Johnston, of Winnipeg, Western manager of Ames, Holden, McCready, Limited, has gone on a trip to the Old Country.

H. Clark, son of W. O. Clark, York St., Hamilton, Ont., has opened a new shoe store on Ottawa St. in the Ambitious City.

Mallette & Roy, wholesale leather, Mon-

treau, Que., have dissolved partnership. E. Mallette will continue the business under the style of Mallette & Co.

George Cain of Toronto, general sales-manager of the Miner Rubber Co., was in Montreal and Granby last week on business.

J. B. Kilgour of Kilgour, Rimer & Co., Winnipeg, Man., has returned to the West after a visit to Toronto, Montreal and other Eastern centres.

J. Jupp, Jr., 810 Queen Street East, Toronto, accompanied by his wife and son, has gone on a trip to Jamaica, and will be absent several weeks.

A. Weseloh and Co., shoe dealers, of Berlin, have sold their shoe business to F. Kiebler, of Listowel, who was, for some years, in the same line in that town.

C. Switzer, of Sunderland, Ontario, who has for a number of years conducted a successful shoe store in that place, is looking for a purchaser of his business.

The Dominion Repair Co., 99 James Street North, Hamilton, have added a nine-foot Goodyear repair outfit to their equipment.

The Boot and Shoe Workers' Union of Toronto has adopted a resolution protesting against any change in the immigration laws which would permit the Sikhs to enter Canada.

W. G. Langdon, commissioner for the city of Brandon, Manitoba, Canada, would be pleased to hear from manufacturers of tan rubbers and overshoes suitable for the Canadian markets.

William Oakley, shoemaker, of Brussels, Ontario, while walking the other day, slipped on the icy sidewalk and dislocated his hip. He will be confined to the house for some time.

George Hervey, 25 Spring Garden Road, Halifax, who has had twenty-five years' practical experience as a shoemaker, has recently renovated his shop and put in a fine new stock of boots and shoes.

William Garside of Garside & White, wholesale shoes, Toronto, left a few days ago for Florida, where he will spend several weeks. He was accompanied by Mrs. Garside.

W. Wareham, of the warehouse staff of Ames, Holden, McCready, Toronto, has been appointed to a position on the road and will look after part of Western Ontario.

George J. Henry, 926 College Street, Toronto, who is retiring from the retail business, intends going to Edmonton, where he will become identified with George Stock-and in the wholesale line.

Wilfrid Therrien, shoe dealer, Montreal, who conducted a business at 869 Mount Royal Avenue, recently made an assignment. His assets include the stock in trade, while the liabilities amounted to over nine thousand dollars.

Joseph Patrick, of Carp, Ontario, for the past eighteen years conducting a shoe-making shop in that village, was found dead in bed at his home on Saturday last. He was born in County Tyrone, Ireland, and came to Canada when a young man.

A. E. Snider, of the traveling staff of

Ames, Holden, McCready, Ltd., Toronto, was married this week in Trenton, Ontario. He is one of the most popular men on the road, his territory being Northern Ontario.

F. M. Cowan, of Chatham, Ont., has taken a position on the road with the Brandon Shoe Co., of Brantford. He was formerly on the staff of the Winn Co., of Perth. He is a brother of Geo. W. Cowan, shoe retailer, of Chatham.

M. Welsh, who, for a number of years, has been with the firm of Robinson and Kelly, shoe dealers, Gananoque, Ontario, is about to enter into that line for himself. He has secured premises, where he will open a first class boot shop.

A fire started by a customer lighting his pipe and carelessly dropping the match in N. Cohen's shoe store, St. Lawrence Street, Montreal, caused very much damage before the fire was gotten under control. Most of the loss is covered by insurance.

W. H. Adams, who for a number of years has been in the shoe line in Belleville, Ontario, has removed to a handsome and well appointed store. His new premises are on the opposite side of the street and about a block south of his old stand.

T. Switzer, Yorkton, Sask., dealer in shoes and men's wear, has removed to larger premises. Oak fixtures are used throughout and also counter show cases, which display to advantage the many lines carried.

At the request of Judge Dodge, of the United States District Court, the date for hearing on demurrer of the officials of the United Shoe Machinery Co. to the indictment of the government, set for January 31, has been postponed until February 14.

A. W. Ault, of Ottawa, was elected a member of the City Council at the recent municipal elections. He won a great victory in the Capital ward. Mr. Ault is head of the wholesale boot and shoe house of A. W. Ault & Co.

George W. Coleman, of Boston, who is at the head of one of the largest shoe businesses in the United States, and is the president of the Associated Ad. Clubs of America, was in Toronto this week, and delivered a stirring address before the Toronto Ad. Club.

W. Williams, shoe merchant of Acton, Ont., sustained a very deep and painful gash in the fleshy part of the thumb on his left hand one day recently, while repairing a shoe. Mr. Williams has been an active shoemaker continuously for fifty years, and this is the first serious cut he ever had.

Rev. George Sale, D.D., of Atlanta, Georgia, who was widely known among the Baptists of Toronto, died recently at St. Luke's Hospital, New York City, following an operation, at the age of 57. Dr. Sale was a brother of Julian Sale, leather goods merchant of Toronto.

The D. L. McGibbon Company, Limited, Montreal, Que., has been incorporated, with a capital of \$1,000,000. The company has power to deal in stocks and bonds, purchase industries, operate water powers, etc. Mr. McGibbon will be president of the company. He is also president of the Canadian Consolidated Rubber Co., Ames-

Holden-McCready, Limited, Goodwins, Limited, Montreal, and several other large organizations.

Last year Canadian bank clearings increased 17.8 per cent., United States clearings decreased 3.2 per cent. Canadian business failures decreased by 60. U.S. failures increased by 1.106. C.P.R. last year advanced 46½ points. Nearly all of Uncle Sam's stocks showed declines.

The inauguration of the Commercial Travelers' Club, at 91 Sherbrooke Street East, Montreal, took place recently, and was a brilliant function. Among those present and who delivered addresses were Sir Rodolph Forget, Mr. Godfrey Langlois, Alderman Robinson, Mr. O. S. Perrault, Lt.-Col. Labelle, and Mr. Jos. Gravel.

That an Eastern campaign is being contemplated by the executive of the International Organization of the Gideons, or Christian Commercial Travelers, is the statement of Fred Bruce Horn, a member of the Canadian executive and also of the Detroit Camp of the American Association, who is in Toronto on a short visit. The western Gideons are more aggressive, he says, than those in the eastern states.

The number of Canadian shoe retailers carrying leather and traveling goods is increasing every month. The investment is a profitable one. A show case in which the smaller articles, such as handbags, purses, dressing cases, etc., are displayed is favorite method of selling. They are great favorites as presents, are popular and command a ready sale all the year round.

A new industry for Moose Jaw, Sask., in the shape of a tannery is about to be consummated. Otto Jensen, proprietor of the Lisbon Tannery of Lisbon, North Dakota, will come to Moose Jaw and establish a tannery there. Mr. Jensen will move three carloads of machinery from Lisbon to Moose Jaw and will also bring a number of skilled mechanics.

Jobbers are busy shipping goods and there is considerable activity around the warehouses. Several retailers have all their spring stuff in stock ready for placing on the shelves as soon as the clearance sales, which some have been handling, are over. The season for hockey and skating boots has been decidedly brisk, and shoe men in all parts of the country have sent in heavy sorting orders.

W. J. Drysdale, of Lanark, Ont., lately with the Winn Co., Perth, has joined the traveling staff of Ames, Holden, McCready, of Toronto, and will cover the territory from Belleville west, which has for many years been looked after by J. C. Moynes. The latter is retiring to private life and a well earned rest after forty years of active, faithful work as a shoe traveler.

The store owned and occupied by John Green, shoemaker, Kingston, was destroyed by fire recently. Mr. Green and his wife had just time to get out of the building, and were not able to save anything except the clothes on their backs. The fire started from the furnace, and then went up through the walls, and then broke out in the main part of the store. The store is a total wreck. Mr. Green had money amounting to about \$100 in a drawer upstairs, and that all went up in smoke.

Alleged Fraud in Rubber Deal

A London cable says: Cornelius Vanderbilt, Robert Goelet, and John L. Elliott are accused by *Truth* of having made enormous profits by the sale of the New Jersey Rubber Company, said to be worthless, to an English company which they promoted.

Associated in the promotion was Marquis De Charnace. It is alleged that Vanderbilt and his two New York associates reaped a profit of \$5,000,000. The stock of the English company was boosted to \$7 a share until after the insiders had unloaded, when it fell to 50 cents a share.

Shoe Store Thief Convicted

Emmett Hurst was charged in the Toronto Police Court recently with breaking into A. Levy's boot store, at 260 Yonge Street, on December 29th. Mr. Levy stated that the cash register was damaged, and a constable testified to finding Hurst in the store. The representative of the Holmes Electric Alarm Co. stated that the entry of an intruder into the rooms of any of their clients is signalled at the offices by an alarm which rings until attended to. Hence his discovery of Hurst. The latter claimed he was drunk. He had two previous convictions, one for 1909, the other for 1910, and was sent to the Central for 18 months.

Western House Keeps to Front

The Johnston Big Shoe House, Limited, of New Westminster, B.C., are enlarging and making extensive improvements to their store. Ten thousand dollars is being expended in the way of alterations. When completed the store will be 132 feet deep and 33 feet wide, with basement and balcony, which will give the company one of the largest, if not the largest, footwear emporiums in Western Canada. All the fittings and conveniences will be of the most modern and attractive character. Their Vancouver store, at 409 Hastings Street, is also undergoing extensive changes, which will add very much to its appearance. The company report having done a splendid business during the last year, and are looking for greatly increased trade during the present one. W. B. Johnston is president, G. B. Johnston is manager, and Wm. Love, secretary-treasurer of company.

A Big Shoe and Its History

T. J. Mowat, manager of the Neill Shoe Store, Galt, Ontario, has in his possession a curiosity. It is a genuine, cowhide brogan, size eighteen. It has full triple sole, with diamond-shaped pegs all driven by hand. The boot is all hand-made and was turned out by G. W. Wentworth and Co., of Haverhill, Mass., in 1855. It was purchased by J. C. Holwell, of Brockville, at an exhibition held across the border over half a century ago, and passed through several hands, finally coming into possession of George McLean, of Brockville. When the latter sold out to Robert Neill, nine years ago, the shoe formed part of the stock. It was given to Mr. Mowat, and has been exhibited in windows in Peterborough, Lindsay, Berlin, Guelph, Brantford, Toronto, London, Galt, and other places. The brogan, which is unlined, is well made and has punched eyelets. When on display it never fails to attract a crowd, owing to its enormous size.

Poor Year for American Factories

Some figures have been handed out by the United States Census Bureau, dealing with the manufacturing industries of the United States and covering the year 1909, for which the thirteenth census was taken. The report does not consider statistics for factories having products for the census year of less than \$500.

The census bureau found in 1909, 268,491 establishments in operation, an increase of 24 per cent. over the year 1904. These establishments were capitalized at \$18,428,270,000, an increase of 45 per cent. The

total payroll, salaries and wages was \$4-365,613,000. Their miscellaneous expenses were \$1,945,676,000. The total value of products was \$20,672,052,000.

BUSINESS GOOD IN WINNIPEG

Western Retailers Had a Good Year—
Several Boot Shops Are Making
Extensive Improvements



Geo. C. Locke, who, some time ago, took over the Adie Shoe Store, at the corner of Portage Avenue and Edmonton, has had his lease cancelled, and is selling out at this stand. He has formed a limited company with local parties and others and will remove across the street from his present premises. The new home of the "Avenue Shoe Co.," after March 1st, will be in this new stand. Mr. Locke will be general manager of the new organization. Both the exterior and the interior of the premises will be handsome and inviting. The location is a good one, and Mr. Locke's friends in Toronto and other places will be pleased to learn of his continued success. He is an enthusiastic shoe man and a shrewd buyer.

The Hudson's Bay Company shoe sale was the largest of any department in the history of their Winnipeg establishment.

Mr. Balfour, salesmanager of the Regal Shoe Store, is very ill at his home in Portage La Prairie, Man.

Harry Stark is booming things this season at both his stores, showing his goods in a tempting manner. He reports an excellent season.

The Tom Stedman Company have already enlarged their spacious store, and at the old reliable corner now have one of the finest retail shops in the West.

The Yale shoe store is running a big dissolution sale at present. Mr. Geo. Nickle, the senior member of the firm, is retiring, and John Affleck will continue the business under the name of the Yale Shoe Store.

W. Devlin, of the Ryan, Devlin Shoe Co., is on an extended trip throughout the United States, visiting a large number of the most attractive and up-to-date shoe stores. He intends to obtain a number of pointers, and, on his return, will alter his establishment so that it will be one of the best and brightest in the West.

The Rannard Shoe Co. held their annual dinner at the Royal Alexandra Hotel a few weeks ago. The occasion was a very enjoyable one and will long be remembered for its pleasant associations. The past year has been the largest and most successful in the history of the house.

Business during the past month has been very good, and some of the stores have been holding clearing sales. Tan button boots for men, women and children are having a big run. Black is still strong in the button line. Trade has been really much better than usual at this season, which is generally considered a dull one.

W. A. Moyer is in the East buying for his new large store. He has converted his business into a joint stock shoe company. W. A. Moyer is the president and general manager of the organization, and Mr. Arbuckle, formerly of Toronto, is secretary-treasurer and sales manager. They will have one of the finest shops in Western Canada when the alterations are completed.

Rates Call for Protest

A petition is now circulating among the commercial travelers of the province, for presentation to the Ontario Government, protesting against the increase in hotel rates, which has followed the imposition of the Government tax on bar receipts and the lack of good accommodation, particularly in towns and villages where local option is in force. The petition suggests the appointment of the provincial inspectors to investigate accommodation.

High Honor for Mr. Pocock



Philip Pocock, head of the London Shoe Company, who is widely and favorably known to the trade in Ontario, was recently honored by the citizens of London by being elected a commissioner of the Utility Board for another two-year term. He had the honor of being chairman

of the board for the past two years, a position in the gift of that body. During his term of office the board has increased the water supply of the city and installed the hydro-electric in the Forest City, which undertakings entailed an expenditure of nearly half a million dollars. The re-election of Mr. Pocock is a tribute to his ability and faithful work in the interest of the citizens. Previous to forming the London Shoe Company, Mr. Pocock was in the retail line for a number of years, and was one of the most progressive and alert shoe men in the West. The same measure of success has attended his efforts in the wholesale arena.

Big Industry Enlarges

The Davis Leather Company by-law, to fix the assessments of the property of the company at \$20,000 for a period of ten years, was enthusiastically carried by the ratepayers of Newmarket. Although there was no municipal contest to incite the voters to come out, all the members of the council being returned by acclamation, the vote stood 496 for the by-law and only 14 against. The Davis Leather Company will now expend between \$50,000 and \$75,000 in additional buildings and plant, and double the output of their tannery, which has been unable to keep up with orders for many months.

Mr. Stark's Palatial New Store

A Vancouver paper says: One is greeted on getting off the car at Nelson Street, with a brilliantly lighted and lavish window display of footwear. This is Stark's new up-town shoe store, marking another epoch for this progressive shoe man. The one hundred and fifty feet of window display is perhaps the most ornate and greatest on the coast. It is lighted at night with Tungsten electric lights, making this one of the most attractive corners on Granville Street. The window, back and sides are all fitted with British bevel plate mirror and the floors of oak and mahogany parquetry. On entering this modern store one is pleased with the interior decoration, which is a marvel of neatness and comfort. The balcony, which is a new feature in a Vancouver shoe store, does away entirely with the unsightly stepladder and gives more space for reserve stock, which adds much to the stockiness of the store. Pure white enamel is the finish of the woodwork. Individual mission oak chairs are provided for ladies and gentlemen in separate aisles. Mr. Stark has certainly excelled himself in

thinking of the comfort and pleasure of his patrons, for shopping at the modern shoe store with all modern convenience will assuredly be much appreciated by the public.

Mishap of a Manufacturer

A prominent shoe manufacturer of St. Thomas, Ont., who is fond of telling his friends how skilfully he drove a stage coach in the Alaskan region some years ago, and never met with a mishap, although having three teams of horses attached to the conveyance at one time, undertook to pilot a traveler to the neighboring town of Aylmer the other day. He hired a single horse and cutter and off they started. They had not gone a hundred rods when, in crossing the car tracks, there was a grand "spill." The former coach-driver picked himself up all covered with snow and slush. Now his friends are all querying him regarding his intention of conducting a driving school and asking his fees for instruction.

May Teach Shoemaking

At the invitation of the chairman, Mr. Caspard DeSorres, a visit was paid to the Montreal Technical Institute, on Thursday, Jan. 25th, morning, by the members of the Montreal Boot and Shoe Section of the Canadian Manufacturers' Association. At a recent meeting of this section a suggestion was put forward that arrangements might be made with the Montreal Technical Institute for the installation of equipment for the instruction of boot and shoe workers in the new technical school. Hence, the visit which the boot and shoe manufacturers paid to the school, and after conference with the officials, the advisability of instituting the course is being considered. This inspection will undoubtedly result in practical benefit to the shoe industry. The official deputation of the section was composed of Messrs. Joseph Daoust, Geo. A. Slater, and Alf. Lambert, but several other boot and shoe manufacturers accompanied them. Although the fact may not be generally known, Montreal and Maisonneuve constitute the greatest shoe manufacturing centre in Canada. There are about thirty well equipped factories, with an employment of from twelve to thirteen thousand hands.

U.S.M. Co. Hearing Resumed

At the resumption of the hearing in Montreal regarding the operations of the United Shoe Machinery Co. by the Commission, Walter Smardon of the Smardon Shoe Co., said:

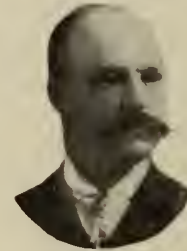
"Since the United Shoe Machinery Company has been established in Canada conditions have improved wonderfully, both in the quantity and quality of the work turned out by the machines. Although called as a witness by the opposition to the company, his evidence to a considerable extent was in its favor. He said he was not in favor of the leasing system, and would prefer to do without the tying clause, but on the whole he thought the system of business carried on by the company was all right. Under this system," he said, "he was able to get excellent service, and the best of modern machinery. There was, of course, an advantage in both methods of doing business, but under the plan adopted by the United Shoe Machinery Company the manufacturers were very well off.

R. Lanthier of the Kingsbury Footwear Co., Montreal, said he rather favored the system of leasing machines rather than buying them outright because it enabled the manufacturers to introduce improvements without too much outlay of money. The twenty-year contracts of the United Shoe

Machinery Company, he admitted, were rather long, but as a matter of business he was satisfied with the company's methods. "I find nothing objectionable in the tying clause of the U. S. M. Co.," added Mr. Lanthier.

At the resumption of the investigation on January 31st, F. W. Knowlton, Canadian manager of the U.S.M. Co., was on the stand for two hours. The next session of the board will be held in Quebec City on Monday, February 4th.

An Aggressive Public Servant



Ald. Jas. Robinson is one of the few men immersed in business affairs who make it a point to devote some of their time and talents to the interests of the great world about them. Although Ald. Robinson has enough to occupy most men of energy and ambition in his own af-

fairs he has for some years been in the City Council of Montreal. He is not one of those who accept office for the sake of the honor, but gives an amount of time to public affairs that astonishes his fellow aldermen. He has always been known as a good fighter, and in business has made a name for getting after crooked deals. Since he has been in the City Council he has had his hands full exposing and opposing civic graft. The roads and police departments have come in for a share of his vigorous attention, with the result that "jobbing" interests in its worst civic sense has learned to fear the redoubtable representative from St. Antoine. He has just been re-elected in St. Lawrence Ward. Here's wishing him every success in his good work, and hoping that his labors on behalf of the citizens may be so appreciated that he may be given the highest position in the gift of the city—the mayor's chair—in the near future.

Additional News Jottings

The shoe store of R. J. McIntosh, Chilliwack, B.C., was visited by fire last week and damage done to the extent of \$600.

S. R. Knapp, proprietor of the Albany Shoe Store, 522 Bloor Street West, Toronto, intends erecting an addition to his store in the spring.

G. A. Carmichael, who for years has been in the shoemaking business in Portage la Prairie, Manitoba, has been added to the staff of the Portage Industrial School, being appointed instructor.

A despatch from Malden, Mass., says: The Edgeworth & Fells mills of the Boston Rubber Shoe Company will be shut down January 25th for ten days. About 3,500 persons are employed by the two plants.

E. M. Thorne, the shoe man, has concluded the deal whereby he purchased from the Chisholm estate the west store now occupied by R. J. Young & Co., on Dundas Street, Toronto. The consideration is said to be \$30,000, or \$1,000 a foot frontage. The deal has been under consideration for some time.

Reg. Johnston and Ken Murray, of London, have purchased the stock and business of Mr. W. B. Lawson, 198 Dundas Street. Both these young men are very well known in London. Mr. Johnston was head clerk for Mr. Lawson, while Mr. Murray has been connected with the shoe business for years. The store is being remodeled, and the goods and appointments will be most modern.

WILL RUBBER PRICES ADVANCE?

Indications Are That New Price Lists Will Show Increase of About Five Per Cent.

—Present Figures Too Near Cost

The various rubber companies are now actively engaged in the preparation of their price list for the coming season. These lists are expected to be out in a week or two, and all salesmen will be on the road by March 1st, with many new samples. It is reported that one company will start their road men on the 15th of February. The new selling features, such as net price lists, prepayment of freight, cartoning all brands, etc., will be followed this season. It is understood that prices will not be reduced on any lines, but, on the contrary, would be increased about five per cent. on certain classes of rubber shoes. One or two of the companies are likely to give an early placing discount in order that as large an amount of business may be secured during March and April as it is possible to get. However, a week or two will likely bring forth some new phases.

The United States Rubber Company's price lists were issued on February 1st, and a general survey shows the figures to be from nine to ten per cent. lower than last year. A leading Canadian manufacturer remarked: "It may be asked why we may raise prices this season, when the United States Company are lowering theirs. Even if we advance our quotations five per cent. we will still be under them, according to the new list. Last year we were fully fifteen per cent. below. Things are now seeking a level. Across the line they were too high, and we were too near the cost mark here. If I do say it myself, provided our prices this year were higher than those of United States concerns—which they will not be—the expense of manufacturing in Canada is heavier as material is cheaper, the output much larger, distribution more economical, etc., over the border. It cannot be supposed that factories turning out say from 6,000 to 10,000 pairs a day—are in a position to make and market as cheaply as one producing from 25,000 to 30,000 pairs daily. Rubber footwear prices in Canada will be lower than those on the American market, even with the reduction just made there. I expect Canadian lists will be out early next week. We will give no discount for spring placing orders, as has been rumored, I do not care what others do. We will follow our own course in this matter. The early order discount is open to all sorts of abuses and misconception. We will not revert to it."

There has been a revision in the prices of tennis shoes and sporting goods. Two Canadian companies last week raised their figures from 7½ to 8 per cent., withdrawing all former quotations. The new lists will hold good for some time, it is expected.

Shoe Retailers at Dinner

The Montreal Branch of the Boot and Shoe Merchants' Section of the Retail Merchants' Association of Canada, Inc., held their annual dinner on January 25th, at the rooms of the Canadian Club, on Lagauchetiere Street, about fifty retail shoe men sitting down to an exceedingly pleasant and satisfying repast. Among the members present were eight stalwarts from Quebec city, representing the branch in that city: A. Boisjoli, J. B. Belanger, J. H. Mercier, Art Voyer, O. N. Shink, J. Plamondon, J. Charland, L. T. R. Falardeau. The following toasts were proposed very gracefully by J. A. Beaudry, provincial sec-

retary of all branches: The King, the Dominion Board, the Provincial Board, the Quebec Branch, Sister Sections, and responded to eloquently by different members and officers. President Thos. Dusault occupied the chair in his customary modest manner, and the spirit of co-operation and good fellowship was everywhere evident. The annual election of officers took place on January 31st.

He Comes of Good "Stock"

One of the men, who left the retail business to take a position on the road a few years ago, and has made good, is L. M. Stock. He has had experience in both Ontario and the West. He spent three years in the retail game with Robinson and Co., of Winnipeg, and David Spencer, of Victoria, B.C. He then came to Toronto and for five years was manager of the Slater shoe store, 528 Queen Street West. He made his first trip on the road for the Sovereign Shoe Company, in the fall of 1908. Three years ago he joined the traveling staff of Walker, Parker and Co., Toronto, and, having the good gospel name of Luke, it is proper to speak of his "parish" as extending from Port Arthur to the Coast. This he covers twice a year, and, having gone over it six times now, he knows it pretty thoroughly. Mr. Stock is an enthusiastic shoe man, a good salesman, and a genial companion. He resides in Hamilton. His greatest hobby is work and lots of it.

Shoe Retailer's Civic Career

Ald. Hubert Ashplant, of Hubert Ashplant and Sons, shoe retailers, of London, Ont., has been a valued member of London City Council since 1910. His son, W. J. Ashplant, is secretary-treasurer of the London Shoe Retailers' Association, which is a well organized and progressive body. Mr. Ashplant, Sr., during his first two years in office, held the position of chairman of the Fire and Light Committee, and is at present serving on the same committee of the 1912 council. The question of auto fire apparatus for the city has been one in which he has been keenly interested. He is a member of the directorate of the London and Port Stan-

ley Railway (the civic road to Lake Erie), of the City Hall Building Committee, and of the Manufacturers' and Reception Committee of this year.

IN THE ANCIENT CAPITAL

What Is Going On Among the Factories of Quebec—Some Plants Being Extended and New Lines Taken Up

R. W. Milzner, of the Cotton Threads, Limited, Montreal, was in Quebec recently.

E. P. Mullarkey, superintendent for the William A. Marsh Co., who was ill for over a month, is able to be out again.

The shoe factories are all busy, and some of them are ready to show their new samples for fall and winter.

R. C. Rochette, Les Saules, Que., will continue to make leather board and fibre. He will also start a laundry in Les Saules.

Alfred Poirier, of the Poirier Shoe Co., was in Montreal last week on a business trip.

M. B. Stein and Alfred Lambert, of Montreal, were in Quebec recently, looking for samples. They placed a few orders.

The Solid Shoe Co. have adopted new lines of felt and hockey shoes, and are improving their heavy solid leather shoes.

J. A. Scott, leather merchant, was in Montreal last week. He has been elected mayor of Breakeyville.

L. Faucher, Les Saules, is starting a shop in which he will make duck shoes and slippers and a few lines of dory shoes for misses and children.

The L. Gauthier Co. are putting in new lines and lasts for men and women. These will be ahead of anything ever turned out by the company.

E. Thivierge is putting in a lockstitch machine for a special new line of shoes, which will be made for the trade in general. The factory is very busy and looking for more help.

There was a small fire at the Wm. A. Marsh factory last week. The blaze started in the pipes through which the dust passes. The factory had a close call. The damage by smoke and water amounted to only a few hundred dollars.

Mr. Perkins, representing the J. Spaulding Co., of North Rochester, N.H.; J. A. A. Sequin, traveler for John MacPherson Shoe Co., Hamilton; D. Duquet, of the Hudson Bay Knitting Co., Montreal, and J. F. Sharp, of Toronto, traveler for J. B. Drolet & Co., were in the city last week. Drolet & Co. are very busy on patent leather and tan calf shoes.

With Some Canadian Shoe Factories

All Are Busy On Fall Samples Which Will Be Ready Early Next Month—New Factory Will Be Launched in Petrolea—Several New Lines That Will Be Presented to the Trade—Some Changes in Management Made Recently

The Regal Shoe Company of Toronto have installed a number of new machines lately, including a Goodyear rapid lock stitchee.

A fire in the factory of Scout Shoes, Limited, Montreal, did some damage, partly by smoke and water, but will not interfere with the output of the firm.

P. J. Hogan of the United Shoe Machinery Co., Montreal, was in Toronto and

other cities last week on business.

The Dominion Shoe & Slipper Co., Berlin, which recently started in business, have received several good orders. The firm make high standard warm felt footwear, which is appealing strongly to the trade. They report prospects as very bright for the coming year.

Samuel Friendship was stricken with heart failure while at work at Sterling

Brothers' shoe factory in London, and died instantly. He was in his 76th year.

The Toronto office of the United Shoe Machinery Co. has been moved to 122 Adelaide St. West, where two floors are occupied. The new quarters are attractively fitted up and afford the occupants much additional room.

The McKellar Shoe Company of Berlin, Ont., have recently put in two treeing machines and full set of trees for the entire line. The company have also some very snappy lasts which they will soon present to the trade in connection with their fall samples.

The New Hamburg Felt Boot Company of New Hamburg, have completed the first of their new factory buildings, and are moving into their quarters, which will afford them much more room and enable the factory to greatly increase its output.

Kirvan-Doig, Limited, of Montreal, have just completed arrangements to erect a large three-storey shoe factory on Desjardins Avenue in that city. They expect to move into their new and enlarged quarters in September next.

The extension of the factory of the T. Sisman Shoe Co. at Aurora, Ont., has been completed and considerable new machinery installed. The output will be increased by about one-third and employment given to several more hands.

John Williams, a brother of Wesley Williams, shoe manufacturer of Milton, was caught in the shafting at the factory one day recently. He had his arm broken, and was severely bruised and cut about the head. He is progressing favorably.

E. E. Donovan, vice-president and general manager of the Cook-Fitzgerald Co., London, Ont., has returned from a successful trip to Boston, Rockland and other leading shoe centres where he picked up all the latest pointers regarding styles, patterns and lasts.

An action for \$1,999 damages has been taken by Edward Metayer against the C. E. McKeen Shoe Company, of Quebec. The plaintiff was employed in the factory and some time ago received injuries through the fall of an elevator. He is now seeking damages.

A. Brandon, managing director of the Brandon Shoe Company, Brantford, Ont., has returned from a visit to Boston, Brockton, Rockland, Campello and other eastern shoe centres. The company have a fine range of new lasts for their fall samples and report business as being very brisk at the factory, which is running to its fullest capacity.

W. E. Wilson, late foreman of the Good-year and turn department of Getty and Scott, Limited, Galt, Ont., who left a few days ago to take an important position with the Nursery Shoe Co. of St. Thomas, was presented by the employes of his department with an appreciative address and a gold mounted umbrella.

Getty & Scott of Galt, Ont., are preparing to show numerous new lines for fall. A waterproof grain, puritan calf for youths, with full, double viscolized sole, extension heel seat, blucher cut, Goodyear welt, straight foxing, Baltimore extension edge, oak insole and heavy canvas lining is one of the many classy and distinctive creations that the firm have turned out.

For the use of its machines and keeping them in constant working order, the returns received by the United Shoe Machinery Co. from shoes made all over the United States amount to 11-3 cents per pair on over two-thirds of the production,

and from 4¼ to 5¼ cents per pair on the remaining one-third production.

The Robert Taylor Co., Limited, Halifax, are now occupying the new addition to their factory which will give them several thousand feet of additional floor space required to take care of their ever increasing business. This addition will not be large enough in a very few years, judging by the way that their business is growing. Several further improvements are promised during the present year.

Petrolea, Ont., is in a happy mood over the fact that the town is likely to secure a shoe factory. The initial output of the industry will be about one hundred pairs per day. Stock subscription lists have been opened and it is understood that the re-



F. S. Scott, of the firm of Getty & Scott, Limited, Galt, was recently elected mayor of his native town, being chosen unanimously for that position. He has been a valued member of the council for five years.

quisite amount to secure the concern has been raised. The factory will be operated by a company who are now running one in Windsor. The capital stock will be \$40,000. When the factory gets well under way it will employ from 50 to 100 hands.

The Reliance Shoe Co., Limited, of Toronto, with a share capital of \$40,000, has been granted a charter to carry on the business of boot and shoe and rubber manufacturers. The incorporators are Thomas Hubert Wilson, Robert Verity, John Woodhouse Ferrier, Mary McQuillan, and Mabel Sarah Bartlett, all of Toronto. A portion of the premises of the former Victoria Shoe Co., 122 Adelaide St. West, Toronto, has been secured. The output will be boys' and youths' nailed work, and McKays. The process of manufacturing has started.

The work on the reconstruction of the tannery at Camrose, Alberta, has been proceeding so well that the first batch of leather from the new plant will be placed on the market by the end of this month. Within the past week a new 60 h.-p. engine has been installed. This will furnish sufficient power to meet the requirements of the tannery and shoe factory machinery, which will soon be put into shape.

Nearly all the employes of the Avalon Shoe Factory, St. John's, Nfld., who had been laid off during the New Year holi-

days, resumed work last week. During the vacation the machinery was overhauled, and two new machines were installed. The factory has had a most prosperous year, as was shown by the annual report of the directors, submitted to the shareholders. A dividend of 7½ per cent. was declared. The old board of directors was re-elected.

An Oshawa, Ont., paper says: The T. Eaton Co. are contemplating the establishing of a boot and shoe factory here that will give employment to 125 people, providing they can secure houses for their working men. It is up to Oshawa to make it possible for these people to locate here, by in some way securing more houses for workmen. It would be a great boon to at least one Oshawa factory if the town could secure this factory. The Robson Leather Co., one of the largest finished leather companies in Canada, would then have a market for their produce right at their door.

The Williams Shoe Company, Limited, Brampton, Ontario, will in the course of a few weeks open up a western branch in Brandon. This company, being one of the largest staple manufacturing houses in Canada, has found it necessary to establish a branch to supply their increasing western business. W. G. Dowling, who has had charge for the past number of years of their western business, has just returned from the East and he, knowing the advantages of Brandon as a distributing point, was successful in having this warehouse located there. W. G. Dowling & Co. will manage and be western distributors for the Williams Shoe Co.

The A. P. Cimon Mfg. Co., Montreal, are putting up a new factory, 150 ft. by 45 ft., three floors and basement, on upper St. Denis Street, which, when completed, will have a capacity of 200 cases per week. The new factory will handle men's and women's wels, and women's McKays, and will enable this firm to handle a big jobbing business. At the recent annual meeting of the firm the following officers were elected: Pres., A. P. Cimon; vice-pres., J. B. Morin; sec., L. Z. Renaud; directors, the above

WANTED.—Live salesman carrying a line of women's shoes, to carry a line of workmen's shoes as side line in Ontario, from Niagara to Windsor; excellent selling, well-advertised line. Apply Box 25.

WANTED.—Live salesman to carry the Arthur A. Williams' workmen's shoes from Winnipeg to Alberta, inclusive; liberal terms to right man. Apply The Clark Shoe Co., Brantford, Ont.

WANTED.—Situation by steady Englishman, age 34, in leather and shoe finding warehouse, good references. E. H., 89 Swanwick Avenue, East Toronto.

Leather Machinery for Sale

- One "Evans" Fleshing and Slating Machine, with extra cylinders.
- One "Turner" Serial Four Tables Unhairing Machine, with extra cylinders.
- Two "Turner" Single Table (Iron Base) Putting-Out Machines.
- One Stamping Machine.
- One "Rood-Vaughn" large size Shaving Machine.
- One "Slocomb" Staking Machine.
- One "Baker" Staking Machine.
- 18 Wooden Level Bed Glazing Machines.
- Two "Bowers" Glazing Machines.

All the above machines are in A1 working condition. Apply—

A. PION & CO., QUEBEC, Que.

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THE BREITHAUPT LEATHER CO. LIMITED

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PENETANG SOLE continues as popular as ever with Leather Dealers, Shoe Manufacturers and Shoemakers from the Atlantic to the Pacific. For wear and water resisting qualities it is unsurpassed, as it is tanned in the old fashioned way, with long time in the vats, (not in wheels or any other quick-tan process.)

EAGLE, (Mellow) Union Oak Tannage, close grain, suitable for both sewed and pegged work. A popular line, *WILL CHANNEL*. LISTOWEL, non-acid, continues in favor. Our CUT SOLES and COUNTER department is busier than ever. We solicit your trade.

THE BREITHAUPT LEATHER COMPANY, LIMITED

Most extensive line of work shoes made in the world

These shoes are made in the Williams factory, at Holliston, Mass., where nothing but work shoes are made. 100,000 pairs are always carried in stock. Send to-day for price list.

There are eighty others in the Williams line and they are all good sellers.

THE CLARK SHOE CO.
BRANTFORD, ONTARIO

Canadian Sales Agents for
ARTHUR A. WILLIAMS SHOE CO.
HOLLISTON, MASSACHUSETTS

WHERE AMHERST MAKE EXCELS

7 POINTS
OUR GUARANTEE ON EVERY PAIR

officers, S. Morin and P. E. Houde. The capital was raised to \$100,000.

A recent despatch from Washington says: Representative shoe manufacturers and tanners from various parts of the country appeared before the Tariff Board to give their views as to the best methods of conducting the investigation of the board into the leather schedule. In addition to consulting with the shoe men and tanners, the board will send its own agents into the field to study the industry and gather statistics upon which to base its conclusions.

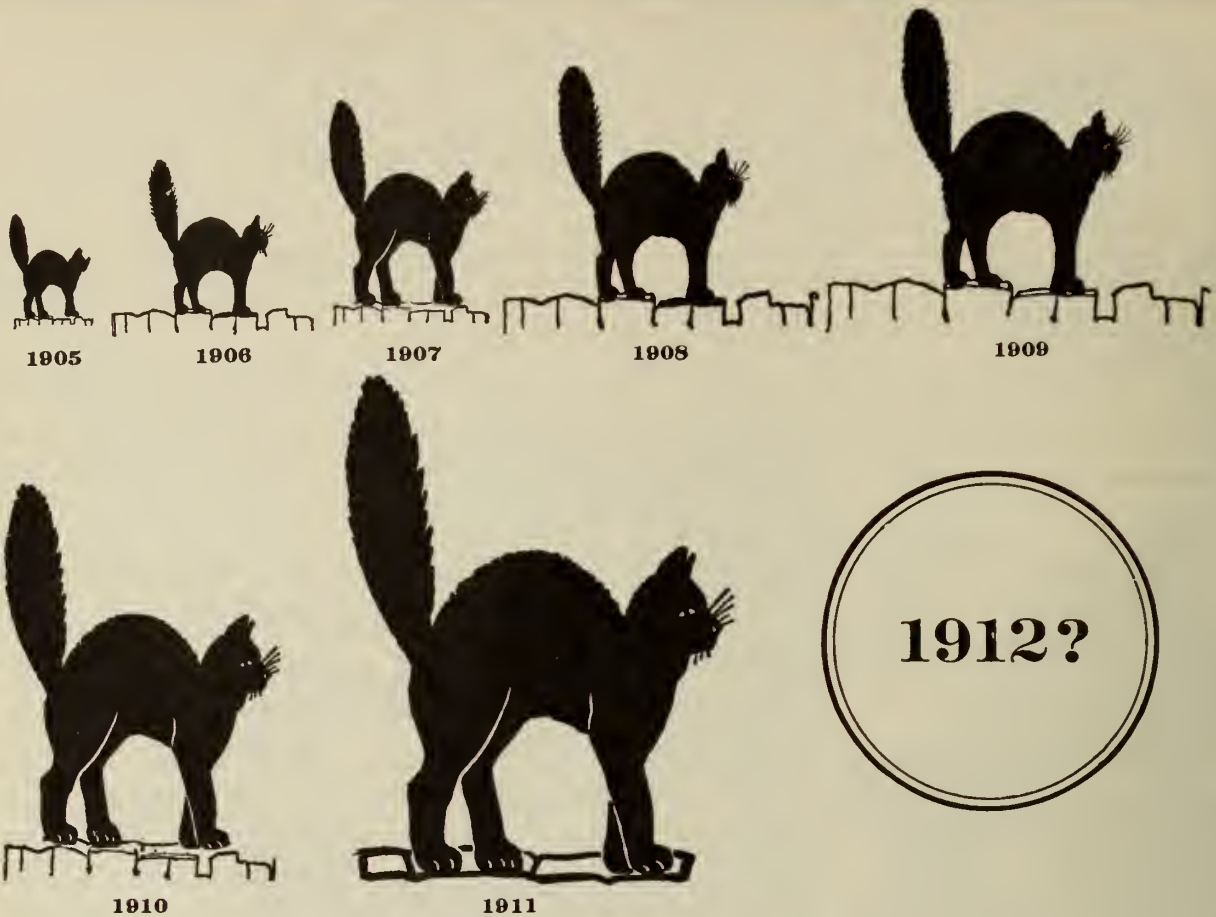
Goff Brothers, boot and shoe manufacturers, of Charlottetown, P.E.I., wish to issue a challenge for long-term employment connected with their factory. The following are the names of employees, and

years of service: Thomas Howatt, 28 years; Walter McGregor, 27 years; James Kelly, 26 years; George McInnis, 25 years; Daniel Lane, 17 years; Robert Wakeland, 16 years; Seymour McInnis, 12 years. This record speaks for itself, and shows the good-will that has existed between employer and employes. At the present time the above firm are conducting a tremendous "Removal sale," on account of Moore & McLeod purchasing their store from the Heard estate.

A despatch from Vancouver says: A large tannery equipped to handle every kind of work in that line, may be built on Lynn Creek, North Vancouver, during the coming spring, if the plans of Mr. J. A. Brocklesby of Toronto mature, and the negotiations now under way for a site are carried through. Mr. Brocklesby is an

expert tanner and furrier, and represents eastern capitalists who are prepared to put up one of the finest institutions of that kind in Canada. An initial outlay of \$100,000 is planned in the erection and equipment of this tannery, as everything will be on a big scale. However, should business warrant it, the plans provide for the capacity to be doubled by the expenditure of another \$80,000.

The Amherst Central Shoe Co., Limited, has been incorporated with a capital of \$100,000, and head office in Regina. This is a subsidiary company, designed to serve as a distributing company for the Amherst Company for western Canada. The incorporators are: P. C. Black, C. S. Sutherland, T. N. Campbell and E. N. Rhodes, M.P., all of Amherst, and Sherman Rogers, of Halifax.



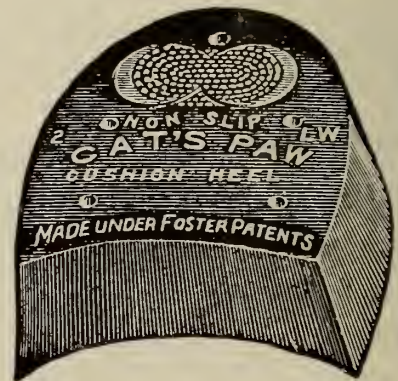
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We want every Dealer, Jobber and Manufacturer to help us make our Black Cat as large as possible for 1912. We will be pleased to furnish without charge any electroplates to use for catalogue work or any other advertising.

CAT'S PAW CUSHION RUBBER HEELS

Cat's Paw Rubber Heels have all the advantages of ordinary rubber heels and—besides—the Patented Friction Plug—in the back part of the heel—just where the wear comes—keeps you from slipping on wet sidewalks, and also makes the heels wear much longer than the old-fashioned kind.

*Insist Upon Cat's Paw Heels.
Your Customers are Asking for Them.*



WALPOLE RUBBER COMPANY, Limited

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THE United Shoe Machinery Co. OF CANADA

¶ The United Shoe Machinery Company of Canada
co-operates with the shoe manufacturer.

¶ The United Shoe Machinery Company of Canada
equips the manufacturer with the "GOODYEAR
WELT" machinery, the ONLY system of shoe
machinery which will turn out a GOOD welt sole in
the minimum of time at the minimum of cost. It
maintains that machinery at a surpassing standard.

¶ The United Shoe Machinery Company of Canada
assists the manufacturer in the marketing of his
product by advertising "Goodyear Welt" shoes to
millions of prospective purchasers.

United Shoe Machinery Company
OF CANADA

Canadian Address
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These Sell Well—At Good Profitable Prices, Too



ORIENT Silk Finish Lace
 Beautifully soft and lustrous. Our best quality. Fast color. Will stay tied even when new. All lengths, both for boot and shoe. Everyone likes this lace. Can be sold 10c. pair, at splendid profit.



SCHOOLGIRL—43-in. boot lace.
SCHOOLBOY—36-in. boot lace.
 Assorted 1/2 each to 1 gross box. Banded 3 pairs to a bunch. Good and strong. Suitable for child's wear. Can be retailed at 10c. band of 3 pairs.



CITY BOOT LACE
 Gent's 36-inch. Ladies' 45-inch. Very fine polished cotton. Ordinary tags, put on to stay. A real good lace. To retail at 5c. pair very profitably.

These qualities are well known to most of the better shoe stores, and bring good, steady business. They are dependable, well-dyed, well-finished, banded in pairs, one-gross boxes, nicely made and labelled, wrapped in transparent tissue paper so labels can be seen. They are away ahead of the ordinary cheap package goods in every respect. You will find them much more profitable and satisfactory. We do not allow price-cutting. British manufacture throughout and to the last detail are made on our own premises.

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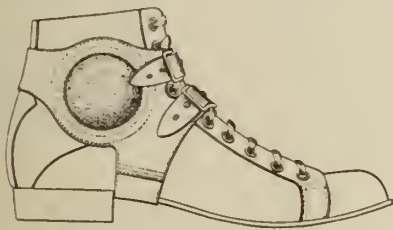
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100%



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SCHOLL'S "FOOT-EAZER"
SCHOLL'S BUNION REDUCER
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SCHOLL'S "FIXO" CORN PLASTER

These are "Rent Payers" for a large and rapidly increasing number of Shoe Dealers.

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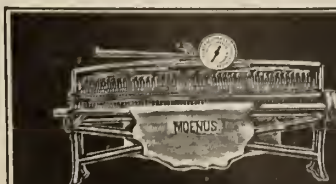
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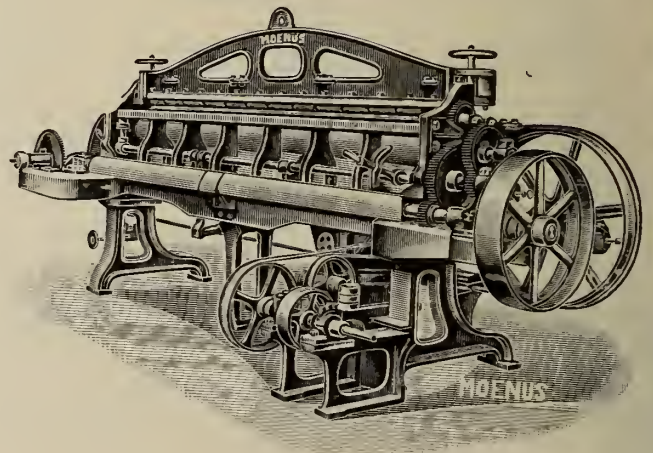
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BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel ; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color-eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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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And we are confident that our efforts will be well rewarded for we will surely have something good to show.

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1912

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COLOR EYELET COMPANY**

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AMHERST
MAKE
EXCELS**

**7 POINTS
OUR GUARANTEE
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SCHOLL'S

100%

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These are "Rent Payers" for a large and rapidly increasing number of Shoe Dealers.

Why don't you join the Scholl family and participate in the 100 per cent. profits on the Price-Protected, World-Advertised SCHOLL FOOT SPECIALTIES.

No overhead expense—no trouble—and you have a FEATURE that advertises your store—that draws NEW trade—that gives you prestige.

Write TO-DAY and we'll show you the 100 per cent. Profit Plan of selling a Scholl Specialty to every third person that comes into the store.

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Largest Manufacturers of FOOT SPECIALTIES in the World.
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By stocking the "Monarch Shoe", the "Brandon Shoe" and "Dr. Brandon's Cushion Sole Shoe"—products of the Brandon Shoe Factory at Brantford—you will have a range of styles to suit almost any man from the young "sport" to the sedate old man who takes the best possible care of his feet.

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FOR RETAIL ADVERTISERS

which will come to you every week for two years—104 copies—each containing more of the world's winning advertisements. Send only \$3 with coupon.

BRAINS CORPORATION,
SCRANTON, PA.

For \$3 enclosed, send me the volume of the World's Winning Sales Advertisements—The Advertiser's Cyclopedic of selling phrases = 1,360 pages—bound in red leather, together with "Brains" for Two Years. I will send \$2.00 each month for the next four months or \$11.00 in all.

Canada same terms. Foreign \$12—\$6 down.

Name

Address

City and State

Business

Specialization Has Improved the Saleability of

McCREADY SHOES

The McCready line is a very complete line. In fact it is so complete that it cannot be made successfully in one factory. That is why there are three factories making McCready Shoes. One makes Women's, Misses', and Children's, another Men's, Little Gent's Good-year Welts, and another Pegged, Standard Screwed and McKay Sewn goods.



This specialization improves the quality of each grade of shoes without increasing the cost as is being amply proven by the McCready shoes this season. And quality at the right price is the best salesmaking factor there is.

The McCready Shoes are not sold by jobbers but are kept in stock at seven cities. Write or wire the nearest one.

Ames-Holden, McCready, Limited Montreal

Makers of Ames-Holden and McCready Shoes.

St. John Toronto Winnipeg Edmonton Calgary Vancouver

Kimmel Felts, Granby Rubbers, Maple Leaf Rubbers, Dominion Rubbers
and Anchor Rubbers in Stock at all Branches.



N. M. RUTHSTEIN
THE STEEL SHOE MAN

More Profit from better Work Shoes



No. 011, black, 16 in. - \$5.00
No. 012, tan, 16 in. - 5.00

THERE is about to be commenced in the best periodicals and newspapers of Canada a gigantic advertising campaign. The subject of this campaign will be Ruthstein's Steel Shoes, "The Better Work Shoes."

These advertisements will tell every farmer, miner, prospector, woodsman, hunter and laborer of the merits of Steel Shoes. They will increase your sales of work shoes. They will create in these men a desire to purchase. They will come to your store asking for Ruthstein's Steel Shoes, and will not be satisfied with any other. Are you going to let this opportunity of gathering the shekels pass by?

Steel Shoes will advertise your store because every pair gives entire satisfaction. They are durable, comfortable, economical. Besides, they earn a good profit. Figure this out:

Number one quality sizes 5 to 12.

No.	Description	Cost Price	Retail Price
03	Men's 6 in. black	\$2.65	\$3.50
04	Men's 6 in. tan	2.65	3.50
07	Men's 9 in. black	3.75	5.00
08	Men's 9 in. tan	3.75	5.00
09	Men's 12 in. black	4.50	6.00
010	Men's 12 in. tan	4.50	6.00
011	Men's 16 in. black	5.00	7.00
012	Men's 16 in. tan	5.00	7.00
0103	Boys' 6 in. black	1.40	2.50
0107	Boys' 9 in. black	2.65	3.50
0108	Boys' 9 in. tan	2.65	3.50

Better be prepared to reap the benefit of this advertising. Better send in your order to-day.

BLACHFORD, DAVIES & COMPANY
60-62 FRONT ST. WEST, TORONTO, ONT.

GEORGE G. LENNOX
87 KING ST., WINNIPEG, MAN.
Distributors for Manitoba, Saskatchewan and Alberta

N. M. RUTHSTEIN
The Steel Shoe Man, Toronto, Ont.

GREAT BRITAIN FACTORY - - - NORTHAMPTON
UNITED STATES FACTORY - - - RACINE, WISCONSIN



Before that name
goes on, we see that
the quality goes in

WHICH explains why LINTON'S WELTS
are so popular with the trade and the
public.

It is easy to **get** initial business—aggressive
salesmanship will do that. But it is not so easy
to **hold** trade once secured. Only quality
can do it.

We make our welts so good that you can
hold retail trade—and hence, we hold yours.
Satisfaction all along the line.

Jas. Linton & Co.

Factory and Head Office
MONTREAL

Branch Office
WINNIPEG

H O M E R U L E



JOHN REDMOND, M.P.

No matter what difference of opinion there may be with regard to the provisions of a bill that agitates all parts of the Empire it can never be a success anywhere without

TRICKETT'S SLIPPERS

They are the *sole* foundation of successful and happy homes in Canada or anywhere else. Give the people TRICKETT'S and they will not ask whether the Government is on

**College Green, Westminster
or Ottawa**

The one essential on which Lord and Peasant, Rich and Poor, all agree is that you may take away even the Magna Charta but you must leave them

TRICKETT'S SLIPPERS

Made for all pockets and tastes. Prices from 5 cents to \$1.25.

You can get a full line from any first-class jobber. Be sure and ask for TRICKETT'S. Largest Slipper Factory in the World.

SIR H. W. TRICKETT, LIMITED
WATERFOOT, Near Manchester, ENGLAND

Canadian Office: Manchester Building, Melinda St., TORONTO. Canadian Manager, J. S. ASHWORTH.

FOR CANADA

Whoever may be responsible for *Irish Home Rule*, without doubt SIR HENRY TRICKETT is the father of the Felt Goods Trade in Canada, being the first to give the trade here what it wanted in style as well as price.

TRICKETT'S SLIPPERS

have become HOME WORDS in Canada that are as familiar as WHEAT or BACON. A careful study is made every season of the *trend of trade*, and we have a *man on the spot* to size up Canadian needs at first hand. Our new samples are *up-to-date* and *better*. Be sure you see them. Ask your jobber for TRICKETT'S and don't be put off.



SIR HENRY TRICKETT

Keep your grip on true

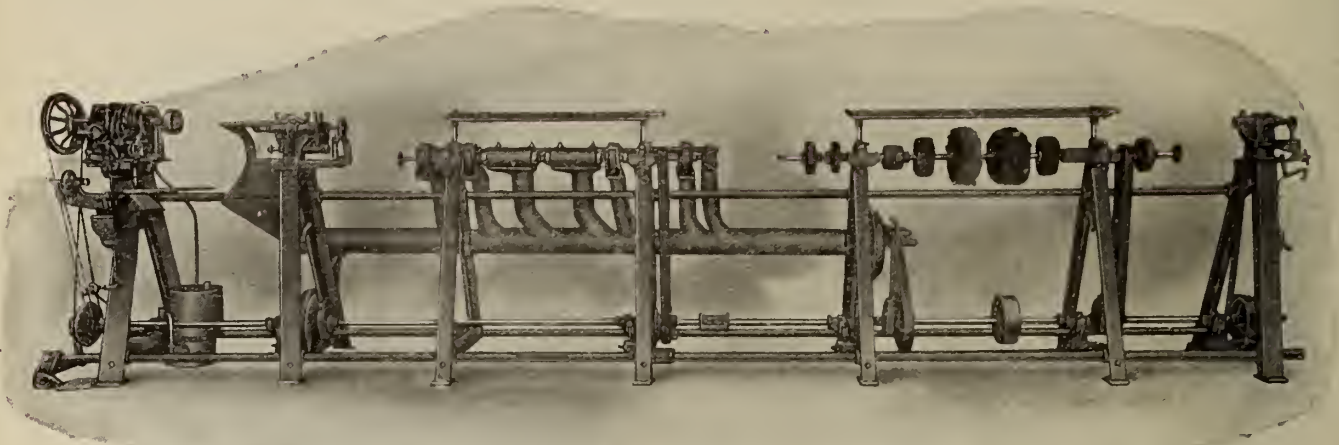
HOME RULE

by supplying the people of all classes in your district with what they want. You can suit anybody with TRICKETT'S. Largest range of goods in Canada.

SIR H. W. TRICKETT, LIMITED
WATERFOOT, Near Manchester, ENGLAND

Canadian Office: Manchester Building, Melinda St., TORONTO. Canadian Manager, J. S. ASHWORTH

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

Full information furnished promptly on request.

UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS
244 Adelaide Street West TORONTO

MONTREAL, QUE.
492 St. Valier Street, QUEBEC

JOHN T. RIGG & COMPANY

32 CHURCH
STREET

SHOE FINDINGS

TORONTO
CANADA

CANADIAN AGENTS FOR

"CARR'S POLISHES" and "REVOLITE" JUMBO RUBBER HEELS

"BLACKIT"
AND
"BROWINIT"



BRIGHTEST
AND
BEST

You must be as careful in your choice of shoe polishes as in your selection of shoes. It is necessary to please in small things as it is in bigger things.

So when you are stocking up in your findings department and you come to polishes remember Carr's "Blackit" and "Brownit."

You'll make no mistake in stocking these polishes. They give a clear, brilliant shine that is waterproof and will not rub off on the clothes.

There is perfect satisfaction for the user in every tin of "Blackit" and "Brownit."

Manufactured by

CARR & SON, London, Eng.

Makers of the most complete line of Shoe Polishes since 1837

Every time you sell a pair of "Revolite" Jumbo Rubber Heels you make a friend for your store.

For "Revolite" Jumbo Heels are made from the best quality of pure Para rubber and will give excellent satisfaction to the most exacting wearer. They are guaranteed in every respect.

You will have no trouble in fitting any size or shape of heel. There are 13 different sizes of "Revolite" Jumbo Heels.



Macfarlane Welts



998—Little Gents' Box Calf
Blucher Bal., heavy soles,
8 to 10½ - - - \$1.90

999—Youths' Slip Soles, 11 to
2 - - - - - \$2.10

for
Children
Misses
College Girls

Have gained a Canada-
wide reputation.



933—Child's Dongola Button,
pat. tip, low heel, welt, 8 to
to 10½ - - - - \$1.60

934—Misses', 11 to 2 - \$1.80

Why?

Because they are built on perfect
fitting lasts in all widths.

Because they are made to stand
the hardest kind of wear
and give entire satisfac-
tion.

Because "the price is right."



1188—College Girls' Pat.
Blucher Bal., dull calf top,
low heel welt, D and E
width, 2 to 7 - - \$2.50

We carry
a complete
range in
stock.



988—Misses' Pat. Whole Fox
Button, dull calf top, low heel,
welt, 11 to 2 - - - \$2.00

The Macfarlane Shoe Co. Limited
MONTREAL

Rubbers for Nineteen-Twelve

If I were to make the statement that "Kant Krack" and "Dainty Mode" Rubbers are the best made, you might not believe me. So I'll just keep that opinion of them to myself, and ask you to consider these brands as you know them.

You know they have been on the market for some time, and if you are in close touch with the rubber situation, you will know that they have always met with phenomenal success.

This success has not been of the mushroom variety either. It is steady, far reaching and growing.

Kant Krack **Dainty Mode**

Nothing but quality could bring a success of this nature. There must be in "Kant Krack" and "Dainty Mode" Rubbers the value necessary to make it worth while for dealers to handle them.

If other dealers have found it advantageous to sell "Kant Krack" and "Dainty Mode" Rubbers, why shouldn't they be worth at least a good trial from you?

I would like to see your name on my order book this season, and when my salesman calls on you, I trust you will give him a good chance to show you why Kant Krack, Dainty Mode, Bull Dog and Royal are the best brands of Rubbers for you to sell.

JAMES ROBINSON

186-187 McGill St.

MONTREAL, P.Q.



The Most Important Improvement in Rubber Footwear of Recent Years

Lifebuoy Rubbers

with the improvement as illustrated above have been thoroughly tried out by the trade during the past season. From the Atlantic to the Pacific we have confirmation of the fact that this improvement has done more to remove **rubber troubles** than any previous effort. It balances the wear between heel and ball, and means satisfactory service.

SEE THE 1912 SAMPLES

Yours truly

The Kaufman Rubber Co. Limited

An INDEPENDENT COMPANY
with Branches in all Canadian Centres

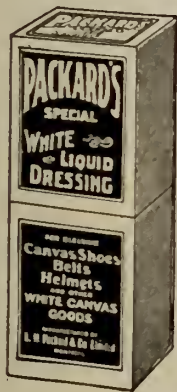
LOOKING AHEAD!

1912

WILL BE A BIG YEAR FOR CANADA.

YOU should see that you get your share of the coming prosperity.

In order to do so, you must **LOOK AHEAD**—be prepared



ANTICIPATE While you have the time, look over your stock carefully—get rid of job lines, order new stock for the coming season.

OUR TRAVELERS are now on the road and will call on you soon—We handle **SHOE STORE SUPPLIES** of every description.

WE MANUFACTURE
PACKARD'S SHOE DRESSINGS
OVERGAITERS AND LEGGINGS
INFANTS' SOFT SOLE SHOES, etc.

Have you seen our Catalogue—No Shoe Store complete without it, **WRITE US**.

PACKARD'S SPECIAL SHOE DRESSING

FIRST IN QUALITY

GOOD SELLERS

Put up
in
Attractive
Packages



Give you a
good
margin of
profit



L. H. PACKARD & CO., Limited, MONTREAL
SHOE STORE SUPPLIES

You'll have no "dead" stock with the Doctors Shoe

This is the mark that is stamped on the sole of every Doctors Shoe.



It is your guarantee—and your customer's. Always look for it.

THE TEBBUTT SHOE & LEATHER CO. Limited

MAKERS OF
PURPOSEFUL SHOES
FOR MEN

THREE RIVERS - QUEBEC

The sale of the Doctors Antiseptic Shoe is affected very little by the sales of other shoes.

You see, the Doctors is a shoe apart. It has a different reason for its existence—a better reason.

Its object is to make walking pleasant and to prevent men's feet getting wet or cold in bad weather.



And it's because it accomplishes this object that its sales keep increasing.

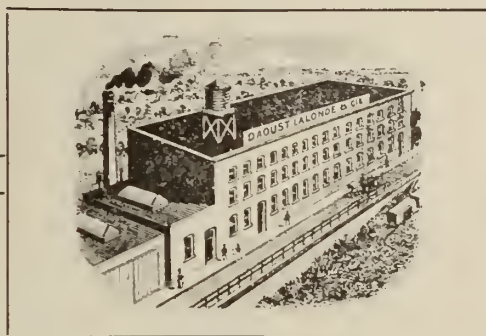
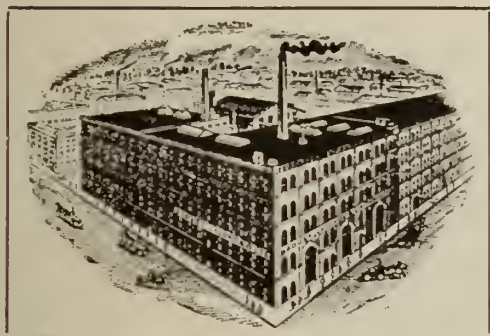
Ever since its introduction the sales of the Doctors Shoe have been getting bigger. And they'll continue to do so because the same quality that made them popular at the first is being put into them to-day.

The Doctors Shoe isn't a shelf warmer. It's a mover. And it never moves without its full profit to you either.

All the big wholesalers handle the Doctors Shoe.

Patented in Canada and the United States and British Patent applied for

Shoes Direct to You From the Hide to the Shelf



Men's, Women's, Boys', Youths', Misses', Children

"Paris" Brand—"Rock Bottom" Brand

Fine Shoes

Coarse Shoes

Our tannery and our two factories are at your service to make shoes that you can sell. We deal with you direct, and you save the middleman's profit.

Our tannery has a capacity of a carload of hides a week and supplies us with our chrome and combination leather.

One shoe factory specializes on fine shoes; the other on coarse lines.

Our tannery and factories are modernly equipped and operated by skilled workers. The house stands behind every shoe made.

Deliveries are made when promised, and your instructions at all times receive careful attention.

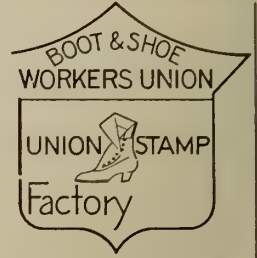
See Fall Samples.

Daoust, Lalonde & Company

Manufacturers

Montreal

P. S.—We Carry a Full Line of Mocassins, Long Boots, etc.



Mr. Shoe Manufacturer

Industrial peace and uninterrupted production are promoted by shoe manufacturers operating under a Union Stamp Arbitration Contract.

The Union Stamp is a selling factor, the influence of which is equivalent to the work of one or more road salesmen, according to the amount of territory covered by the manufacturer. Wages are fixed upon a competitive basis; the volume of output is largely increased in every Union Stamp factory, thereby reducing manufacturing fixed charges and giving employees more weeks' work in the year.

The Union Stamp is the emblem of peace, which means more business even in dull times.

Manufacturers desiring further information should correspond with the undersigned.

Boot and Shoe Worker's Union

246 SUMMER ST., BOSTON, MASS., U.S.A.

JOHN F. TOBIN, President

CHAS. L. BAINE, Sec.-Treasurer





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.

The United Shoe Machinery Co. of Canada

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

THE SIZE OF THE TIN

The Same Quality

The Same Price



Carried by all Wholesalers

Are you well supplied?

"Nugget" in the new tin is certainly making "a hit" with the public and it behooves you to be ready with a good consignment. Order from your wholesaler to-day and help supply the increased demand the new tin has created. There's a good profit in every tin.

THE NUGGET POLISH COMPANY, LIMITED
 TORONTO 67 Adelaide Street, East CANADA



SOMETHING NEW

The So-Cosy "Marilla" Insole

is another PROFITABLE addition to your finding lines. Ask your jobber about it. If he can't supply you, write us.

NOW ABOUT IT

The "Marilla" Insole was designed and patented by a woman. It is made of velvet, and does away entirely with the slipping forward of the foot in PUMPS and OXFORDS, and the heel-piece prevents slipping at the heel. Can be applied with ordinary paste or glue in THREE minutes, and after drying half an hour ARE ready to wear. They cost you \$2.00 per dozen pairs in single pair cartons, and may be retailed at 25 cents, giving you 50 per cent. profit.

The Hurlbut Co. Limited
 Preston, Ontario Canada

Not How Cheap, But How Good

Should be your motto when buying counters, because a shoe lasts no longer than the counter used in its construction.

GUAY'S Counters are not only the best—made of solid leather, solidly stitched, and meant to stand the strain—but they are really cheap.

Cost 3½c. to 4c. per pair. We also make Standard Board and Union Counters. Ask us for further details.

EUGENE GUAY

230 St. Marguerite St. - MONTREAL





Here is the New Goodsense Factory

A Tribute to the Intrinsic Worth of "Goodsense" Shoes

In August we will move into our new 3-storey Maisonneuve factory. This move has been necessitated by the volume of our business, which is increasing by leaps and bounds.

We knew that "Goodsense" shoes would strike a responsive chord in the retail shoe trade—and we have not been disappointed. Sterling merit in every detail and "Goodsense" shoes are synonymous terms.

If you do not know the worth of "Goodsense" shoes by experience, now is the time to get acquainted. Let us hear from you.

Our Motto:—"The Square Deal."

Kirvan-Doig, Limited

The Goodsense Shoe Factory

344 Delorimier Ave.,

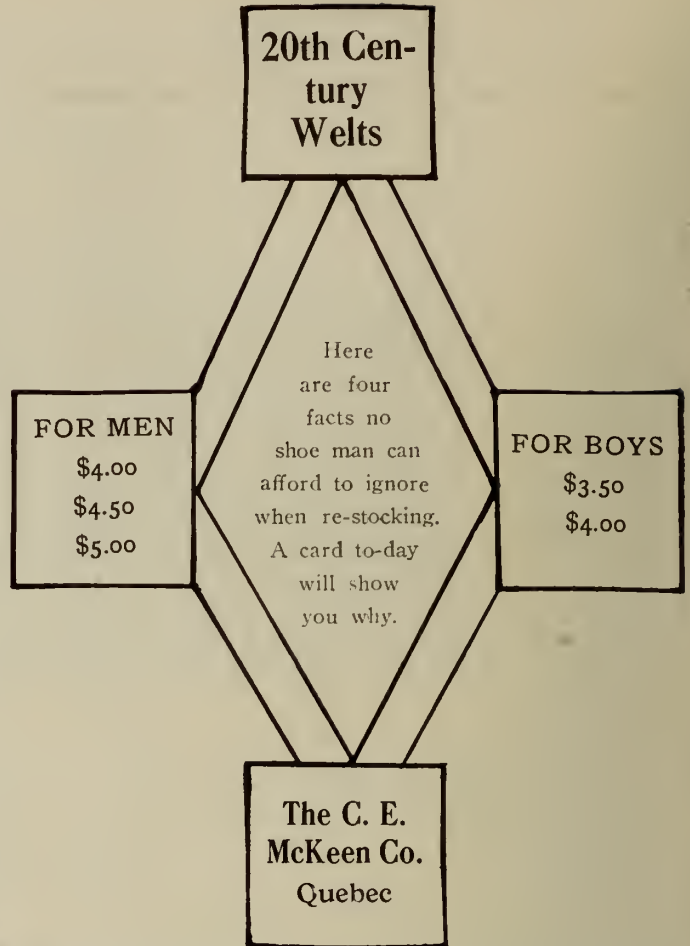
MONTREAL



TO give glazed kid a finish that will pass through the processes of manufacture unharmed is still a problem to most makers of leather. This problem has, however, been solved in the production of Maple Leaf Glazed Kid, which looks just as good after being made up into shoes as it did before. It requires a special process, that cost considerable thought and money to evolve, but it doesn't cost you any more than the ordinary kind.

See that the Dongola Shoes you order are made from Maple Leaf Glazed Kid. It'll mean bigger sales for you.

LUCIEN BORNE, QUEBEC
MALLETTE, & ROY, Western Agents
 225 Lemoine St. - - MONTREAL



The Williams factory turns out nothing but work shoes. That's one reason why

**WILLIAMS
 FLAME-PROOF
 MOLDER'S
 SHOE**

is the best molder's shoe on the market. It's a specialized shoe. There are eighty others in the Williams line and they're all good sellers. You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

Write to-day and get our price list.

THE CLARK SHOE COMPANY
 BRANTFORD, ONT.

CANADIAN SELLING AGENTS
ARTHUR A. WILLIAMS SHOE COMPANY
 HOLLISTON, MASS.



EVELEIGH BAGGAGE FOR 1912

In the new range of Eveleigh baggage for 1912, we have retained all the proved lines—and we have added a number of new ones.

You will find the Eveleigh Range the very best in Baggage on the market.

You will be able to meet every demand of your customers from the "Eveleigh" range—from quite reasonable lines up to the very highest class of baggage.

Watch for our ads. introducing the new lines.

J. Eveleigh & Co. LIMITED.

MONTREAL

"The Big Baggage Makers."



**THE
Smardon
TRADE MARK
SHOE**

Our styles are Peculiarly
Pleasing and Correct

SMARDON SHOE CO
533-535 VISITATION STREET
MONTREAL



en's White Nubuck, 16 Butt. Welt

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

A COMPLETE WINDOW OUTFIT



\$
15
ORDER
TO-DAY

\$
15
"THE
BETTER
WAY"

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

82 QUEEN ST. NORTH
HAMILTON - CAN.

WHITTEMORE'S POLISHES

Finest in Quality
Largest in Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

"GILT EDGE," Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.

"BULLY SHINE," A waterproof paste polish for *all* kinds of black shoes and *old* rubbers. Blacks, polishes, softens and preserves. Contain *oils* and *waxes* to *polish* and *preserve* the leather. Also Russet Bully Shine for tan leathers. *Large* tin boxes. Boxes open with a key. Retails 10c.

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

"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.)

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

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

HERE are four fine polishes that you should stock. Money-makers every one



Diamond Finishing (Liquid)—a superior black dressing for Ladies' and Childrens' Boots and Shoes. Comes in 2 sizes—large and small bottles.

Boulevard Dressing (Liquid)—a most popular dressing for Ladies' and Children's Boots and Shoes. In 4 oz. bottles.

Vit Shoe Polish (Paste)—In 3 colors, Black, Tan and Ox Blood. Practically a 2 in 1 combination; an easy and rapid seller.

Diamond Harness Dressing—Gives a beautiful black finish. Is also a ready seller. Made from the very finest of raw materials. In pint and half-pint tins.

Your Enquiries Will Receive Prompt and Courteous Attention.

American Dressing & Sundry Co.,

232 St. Charles Borromeo St.,

MONTREAL.



Surpass Shoes Fit Feet. They Don't Force Feet to Fit Them

You can fit any pair of feet comfortably, quickly and profitably from a stock of Surpass Shoes. And you add to good looks and good leather that feeling of comfort that makes friends for your store.

When you sell a pair of Surpass Shoes you give your customer a most attractive invitation to visit your store again.

It will profit you to bear this in mind when your jobber is showing samples for fall, 1912.

The Louis Gauthier Co. Limited
Quebec City

SHOE SPECIALTIES

FOR MANUFACTURERS

Your especial attention is directed to our range.
Your wants will be promptly attended to.

Shoe Drills *Shoe Ducks* *Sock Linings* *Boot Webs*

WE ARE MAKERS OF

Rubber Cements	Cork Filler
Box Toe Gums	Patent Leather Tip Repair
Shoe Cleaner	Royal Backing
Pasted Cloth	Box Toe Canvas
Innersoling	Top Facings
Box Toe Materials	
Backing Cloth a Specialty	

Shipment Prompt

CEMENT DEPARTMENT

Prices Right

FISK LIMITED

MONTREAL

No. 3 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)

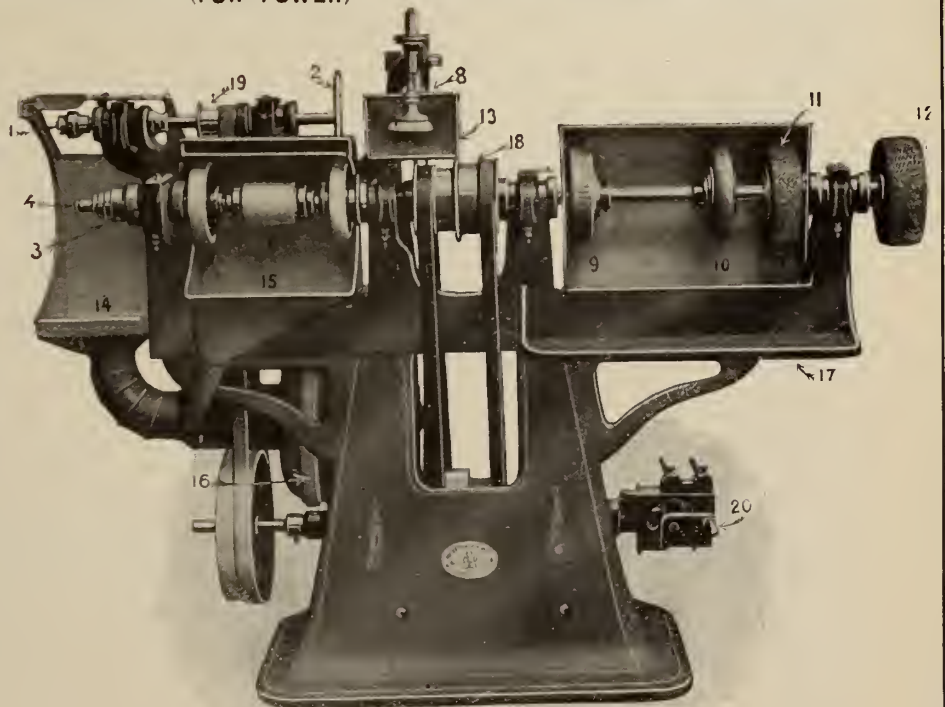
A very strong complete machine for Boot Makers and Repairers, with all the necessary tools for finishing a boot throughout. Two or more men can work on this machine and start and stop their operations without interfering with each other, as the fast and loose pulleys render each part of the machine independent. Each belt is moved to fast and loose pulley by a belt guide. The bearings are GUN METAL, SELF-OILING.

DESCRIPTION OF PARTS

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Will Canadian Shoemen Sell Goods at Odd Figures?

Arbitrary and Artificial Standard Prices Slipping Away—Retailer Must Protect Himself if Footgear Advances—Quality Should Not Be Sacrificed and Profits Are Wrongly Computed by Many—Some Arguments Pro and Con

Will Canadian shoe dealers sooner or later adopt the practice of selling goods at odd prices? Will the old-time methods and long-established system of marking shoes at two, two fifty, three, three fifty, four, four fifty, five and six dollars be departed from? It is hard to break away from tradition, for, after all, man is largely a creature of habit, and the customs of the past prevail to a greater extent than any of us care to acknowledge. New selling methods are being constantly introduced, novel features embodied, and fresh ideas taken up, but, in the retail shoe line, things go on pretty much the same, particularly in the smaller centres of population. It is only by the constant hammering home of new principles and practices that changes are wrought. But progress is being made and signs are abundant that the next few years will witness radical departures in shoe retailing, particularly in the matter of obtaining higher profits and adopting more elastic and up-to-date methods.

The question arises, why should shoes be sold arbitrarily at fixed half-dollar and dollar prices. In other lines of merchandise things are disposed of at odd figures, but in the matter of footgear, the shoe man continues asking \$2, \$2.50, \$3, \$3.50, \$4, \$4.50, \$5, \$5.50, \$6, and so on. The cost per pair may be raised from ten to fifteen cents by the manufacturers, but the retailer makes no change, or, if he makes a jump, it is fifty cents per pair.

If the quotations go up five or ten or fifteen cents, why should he persist in selling at the same old figure or seek to have the goods made down to a certain price, and perhaps have the quality sacrificed? He replies, "Oh, my customers have been in the habit of paying so and so for this particular kind of a boot, and they will not give any more. Who told him? He only thinks so, and he trembles at the thought of asking a few cents more, for fear that he will lose a patron or two. He would rather bear the deficit himself than have a customer walk out of the shop.

The Limit of Buying Prices

There seems to be a certain limit. For a shoe that sells at three dollars, he will not pay any more than \$2.30 to \$2.40; for one retailing at \$3.50 he will not go above \$2.65 or \$2.75; for a \$4 boot the limit is \$3; for a \$4.50 the utmost is \$3.25; for a \$5 shoe the margin is \$3.60 to \$3.75; for one going at \$5.50

the top-notched quotation is \$4.10, and for a \$6 production the most that he wants to give the manufacturer is \$4.25 to \$4.50. There is talk of a general advance in nearly all lines of footwear this fall, and if the figures should ascend five per cent., is the retailer going to continue disposing of his wares at the same hard and fixed prices, the same rigid standards? Why should he have to make up the difference? He cannot afford to if he is in the business to make money, and yet he is apprehensive of the public.

The cost of doing business to-day, like the cost of living, is annually increasing. Wages are advancing, rents are higher, raw materials cost more, advertising rates are stiffening, yet the price of shoes, so far as the public is concerned, remains practically the same. If sugar, tea, cotton, fruit, beef, flour and other lines ascend, the dispenser of these commodities reimburses himself by charging the public more, but the retail shoe men will stick and stand by the old-time figure for the general range of shoes. He thinks that he can make a living even when he has to pay a few more cents per pair, and therein he grievously errs.

One Man Has the Courage

"No, I am not afraid of odd prices," writes a Western Ontario retailer. "I have followed the custom for years, and I have not lost any patronage by it. I do not care what others do; I have run my own show for thirty-one years, and am making money, but I have seen others go down and out. I sell shoes at \$2.85, \$3.15, \$3.40, \$3.70, \$4.35, \$4.65, \$4.85, \$5.15, \$5.45, \$5.60, \$5.80, and so on. I have one fixed price, and it does not savor of the bargain style, which you read of in departmental stores where the figure is \$1.99, \$2.98, \$3.49. The matter of dropping a couple of cents, or even five cents, below the dollar looks like catering to seekers after cheap footwear, but I have never resorted to this practice or flamboyant style of doing business."

There is one concern in Canada which about a year ago started to sell shoes at what they thought they should be disposed of, and not what custom, usage or tradition called for. It was an innovation, but it has worked out well, and is gaining favor. The Regal shoe stores were the first to institute the practice. They sell shoes at \$3.85, \$3.95, \$4.25, \$4.75, \$4.80, \$4.85, \$4.90, \$4.95, \$5.25, \$5.85, etc. On the soles are stamped, "Cost plus five per cent.," and then the price in plain figures. Before this plan was instituted the company sold at the conventional figures, the same as other concerns. The net profit on the shoe is five per cent. In a neat brochure, entitled "Why We Did It," the company says, "The actual cost of making these shoes is figured and certified by public accountants. To that cost is added five per cent. profit and an allowance to cover the cost

of getting it to the customer. The resulting figure is stamped on the soles at the factory, and is the price of these shoes wherever sold. We pay no attention whatever to the old arbitrary prices. They used to represent definite standards of quality. They represent them no longer. This is not a price-cutting plan. Five per cent. net profit on our total business is all we ever got, or shall ever ask."

Some "Freaks" That Have Stayed

There are reforms to inaugurate yet in shoe retailing, but progress, while it may be tardy, is certain. Better conditions and simpler methods are coming to the front. There are many shoe men in business to-day who remember when half sizes were introduced, and when shoes were stamped with a certain name, the branded shoe as it is known to-day. Then cartons appeared, and also the stamped price on the goods, like \$3.50, \$5, \$6, etc. Opponents of every forward move scoffed at the idea, but where is the live retailer to-day who would think of selling shoes without having them cartoned, without having half sizes in stock, without having branded lines, without making attractive window displays, having silent salesmen show cases for certain fine lines, store mirrors, carpet in front of settees or chairs, etc. The old idea of having goods in bins, drawers and boxes has departed, and now we see the uniform carton system, the universal label, the rest room, the slipper room, the writing desk, the hosiery department and other up-to-the-second features. Will odd prices such as those referred to, and not the two or three cents reductions such as bargain houses and some departmental stores affect, come into general use?

Afraid of His Competitors

The subject is worthy of consideration and discussion. One progressive merchant, who has adopted most of the up-to-date selling plans, said that he would institute odd prices, but he was afraid that others would not follow, and if he charged \$3.15, \$3.65, \$4.35, \$4.90 and so on, people might think that he was asking fifteen to thirty-five cents above the usual half-dollar or dollar prices.

Another retailer said, "The reason I would or could not adopt odd prices is that in a country town like this the women buy most of the footwear for the family, and the extra ten or fifteen cents on a pair would look large to her. If I asked \$2.15 for a pair of shoes she would think that that fifteen cents was put on merely to 'throw off.' She would sooner pay two dollars or two and a half for the same pair as she has been accustomed to for a generation or more. The few extra cents seem big to her, and the majority of people have to make every penny tell in these days of high living expenses. Now I do not see why the plan might not be adopted in a men's store, for men are not so particular if they get what satisfies them. I know that we often have to pay makers more for certain lines, and lose the little extra, and if we are forced to jump prices instead of going up ten or fifteen cents (which would let us out with the usual margin of profit) we advance the shoes half a dollar."

The Thought Amused Him

One jocular shoe man remarked that it was a good idea, and he was seriously thinking of charging odd prices and going in for lines that would sell at \$2.85, \$3.35, \$3.90, \$4.85 and so on. "I will adopt this line of talk," he went on, "and tell the people that the shoe at \$2.85 is a regular three-dollar line, and the one at \$3.30 is a regular \$3.50 line, but as I have exceptional buying arrangements, or secure special concessions on them, I am able to cut the price on these goods from fifteen to thirty-five cents as the case may be. I will tell them that they are securing shoes that sell elsewhere at the dollar and half-dollar figure at from fifteen to thirty-five cents per pair less.

There is one thing certain, and that is, it would be better for the shoe men to adopt regular prices than to sacrifice their profits or the quality of the goods if the Canadian makers advance the price of several styles from five to eight per cent., as they are contemplating doing this fall.

"If prices do not go up with us we are going to have less

profit than ever," declared an Eastern shoe man. "Everything is ascending, and the footwear dealer gets less net profit than he did five years ago, when wages, rent, taxes, etc., were much lower. What is ruining the business to-day is that so many are afraid that the other fellow is going to undersell them; that they will lose patronage if they ask what a shoe is really worth. The people will pay a good price for a durable article, but we do not seem to be able to educate ourselves up to this conception of things. All the workers are making more money, and are in a position to purchase better and more snappy shoes at a higher figure than ever. Then so many retailers are deceived in themselves, and their profits. They think if they buy a shoe at three dollars and sell it at four, they are making thirty-three and a third per cent. profit. So they are on the cost price, but all profits, it has been proved time and time again, should be computed on the selling figure. In this case the one-dollar profit represents only twenty-five per cent. on the turnover, and it is on the turnover that money is made.

Where the Difference Comes In

Twenty-five per cent. on the cost price of a shoe is equal to only twenty per cent. on the selling price; thirty-three and a third per cent. on the cost figure equals only twenty-five on the selling, and fifty per cent. on the cost amounts only to thirty-three and a third on the selling. It is on the selling (which means the total money that comes in over the counter, that all calculations should be based), for out of this sum total you have to deduct the bills for wages, rent, light, taxes, advertising, losses, heat, etc. It does not come out of the cost price. Here is where so many make mistakes. You have to have at least thirty-three and a third per cent. on the selling, if you want to come out clear at the end of the year and take into account all the unsaleable stuff that has to be sacrificed, and other unforeseen setbacks. This means that you should mark up your goods fully fifty per cent. on the cost price, and that a shoe which costs three dollars should sell for four and a half, and one that costs two dollars should be disposed of for three, and others in like proportion. I have merely taken these even figures because they are easily contemplated. Add fifty per cent. every time, and in the end you will only be getting thirty-three and a third per cent. on the cost price, providing every shoe is disposed of at the figure marked, and you know that is impossible, so you see you had better be sure than sorry."

Would You Believe This?

Talking to a Toronto manufacturer, he observed that in no business was there such small profit made as on the shoe line from the factory right through the jobber and retailer down to the customer. "I know that certain concerns talk of big margins, but take it from me, that if a factory cleans up two per cent. net on its total annual output it is doing remarkably well. Now that is a fact. More factories to-day are running along without making any money than those that are. I mean two per cent. above all charges, administration, selling, operating, accounting, investment, collection, etc. Where is there another business that does not show healthier results, and the shoe men themselves are to be censured. They should advance prices to a fair, honest basis, and quit scheming, scamping, cheeseparing and blustering. The time has come for an advance, and it will surely arrive sooner or later, but like the matter of charging odd prices, which, I believe, retailers will have to do to protect themselves, producers go on paying more for leather, supplies, wages, rent, power, etc., and hope by some magic means to come out ahead at the end of the year. Well, it cannot be done, and we are going to cease mortgaging the future to realize on the present."

Honest workmanship, good linings, solid leather, good skins and neat stylish lasts are things that count. To deteriorate the product, to lessen the quality and undermine values in order to keep goods down to a certain price because they have sold at that figure for years, is a grievous error, and one that will have to be remedied instantly in the best interest of the trade.

Some Progressive Ideas of a Western Shoe House

Admirably Arranged Store in Winnipeg and Its Interior Conveniences—An Unusually Wide Range of High Grade Shoes Carried—Sales-Manager Rewarded for His Efficient Service During Past Year

Among the most progressively managed shoe houses of the West are those of the Rannard Shoe Company, of Winnipeg. The company operate two stores, one at 330 Portage Avenue, and the other at 536 Main Street, corner of James. The accompanying illustration shows the interior of the former store in the Enderton building which was opened on January 1st, 1910. The interior fittings are handsome and the premises right up-to-the-minute in appointments and conveniences.

The store is 96 feet deep and 18 wide. The show windows are admirable ones. The location is at the corner of Portage Avenue and Hargrave Street, and the front part of the picture gives some conception of the side windows, which extend thirty-six feet on the latter street, and are finished in golden oak. The site is right in the centre of the fashionable shopping district, and a high class trade is done. The stock is most comprehensive and well selected. Mr. Rannard believes in having shoes for the whole family, and carries widths in women's up to AAA; and sizes from 1½ to 8½ in most styles. The side, where the two ladders are seen, is forty-one shelves high and on the opposite side there are twenty-seven.

Previous to the plans for the store being carried into effect, Mr. Rannard, who is the sole proprietor of the business, took an extended trip through the United States as far east as Boston and New York, and gathered all the latest ideas in fixtures and lay-out, which he embraced in the present quarters. The premises are brilliantly lighted and there are several chain electroliers, each equipped with four sixty candle Tungsten lamps. The carpets

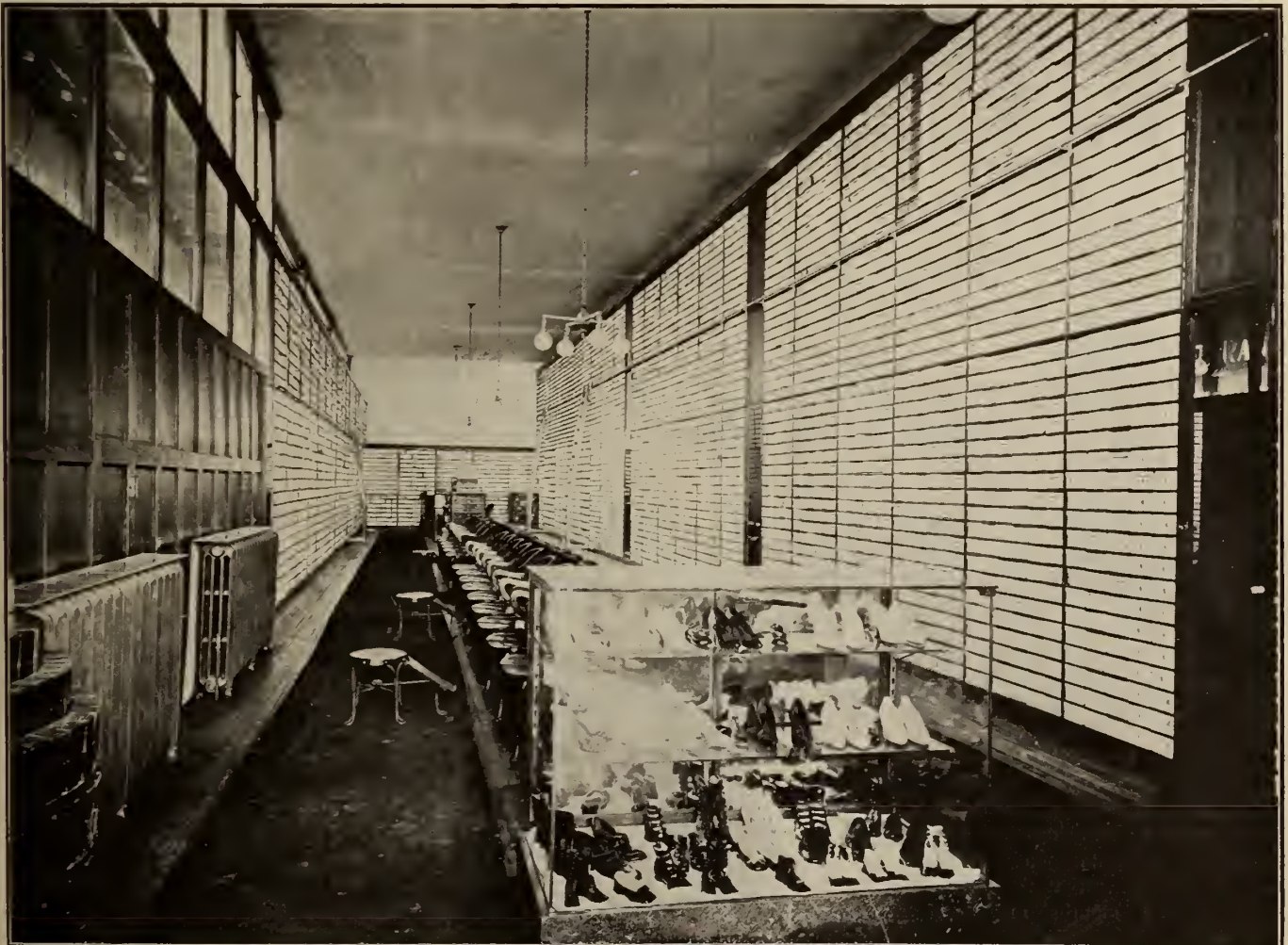
are of a very pretty pattern and were manufactured by a firm in Guelph, the name "Rannard" being worked in them.

Mr. Rannard is a young man, but he has made a big success of the shoe business, and at the recent annual dinner, which has become an important function in connection with the house, there were twenty-one men who sat around the festive board and enjoyed the good things provided by the Royal Alexandra Hotel. Mr. Rannard gave a bright and instructive address on Winnipeg shoe trade in the pioneer days as contrasted with the business of to-day.

The Bulwarks of Big Business

Mr. Rannard attributes his success in the shoe business to four cardinal facts or principles—value, quality, style and service. Special attention is directed to artistic trims, and full advantage is taken of the space afforded by the imposing windows. The proprietor buys only from the best makers, and has given some very large orders to travelers who are fortunate enough to secure a share of his patronage.

M. B. Clint, who is the sales manager of the Portage Avenue store, is now on an extended trip to St. Paul, Chicago, Cincinnati, Toronto and other wide awake centres. Mr. Rannard believes in encouraging salesmanship and originality and this outing has been given Mr. Clint as a mark of appreciation for his efficient service during the past year. He is calling upon all the live retailers in the cities visited, corralling new ideas and pointers as well as buying some of the latest novelties for spring.



Inviting interior of Rannard Shoe Company's Portage Avenue store, Winnipeg.

The Editorial View Point

THE COLD WEATHER AND TRADE

Those who have been wishing for an old-fashioned winter have had their longings pretty well satisfied in the past six weeks, during which we have had more cold weather than even the "oldest inhabitant" can recollect for the same period. January went a goodly number of notches below the record for over half a century, and February has so far held its own with its predecessor. The result has been good for certain lines of trade, although not as propitious perhaps for others. There has almost been a famine in fuel, and some lines of foodstuffs, while merchants have had the supreme satisfaction of seeing winter staples pretty well cleared up without much inducement being necessary in the matter of prices. A striking feature in general trade has been the scarcity and high prices of produce, notably of provisions, and there seems to be no immediate prospect of relief. The general demand for necessaries has been substantial, and business therefore good. In fact, in all lines there is unwonted activity for this time of the year. Money seems plentiful, although farmers claim it has been too cold to market their grain or other produce.

DEAR HIDES AND DEAR LEATHER

Manufacturers of footwear are practically at the end of the spring season, and are not in the market to any great extent, except to complete what orders they have on hand. Buying is not very active therefore in this quarter, although with some of the larger concerns a great effort is being made to get in line for next season. Tanners are firm as to prices, and are holding out fairly well against the demand for special inducements on large lots of staple leathers. Irregular competition from the other side of the line is having some effect on the market in specialties, but in general lines the tone continues firm. Hides show no disposition towards easement, although the grubby season is on and naturally the hides are not as valuable. All that come in are picked up at ruling prices. The general shortage on the kill is apparent on this side of the line, as well as across the border, and unless there is some impetus given to the cattle trade from the high prices of meat, and cattle raising becomes more popular than it has been in the last half-dozen years, there will be no chance for permanent relief. All the signs point at present to dear hides, and therefore dear leather.

THE ABSURDITY OF SHOE SEASONS

Some manufacturers have their fall samples already in hand, and in a couple of weeks distant parts of the Dominion will have an opportunity for looking at the coming season's productions. The desirability of having one season follow so closely upon the heels of another has been discussed from time to time in these columns, and notwithstanding the general feeling amongst manufacturers as well as retailers that selling next winter's goods before this one's stock is disposed of is absolutely absurd, no one seems willing to let the other fellow have a monopoly of the absurdity. This year the number of "early birds" will be larger than usual, and the chances are that they may find the field more promising than usual on account of the large retail sales of winter goods that have been made this season. Dealers are hoping that the steady cold that has characterized the past two months may mean an early spring. It is safe to say, however, that for another month there will be no robins seen on the lawns. Easter comes rather late this year,

which is an encouraging feature, rather than otherwise, as little chance is left for cold weather to interfere with sales. At all events everybody seems to be looking forward to a much better season than last year.

WHERE BUSINESS IS NOT BUSINESS

One has only to pick up the daily papers these days to realize what party government means in cost to the country. Whole days are wasted in our legislative assemblies in recounting incidents and arguments given on the hustings and in politicians seeking to put each other in the wrong. If ordinary business were conducted for a month on the line which seems to be regarded as inevitable in national affairs there would not be much business to legislate about at the end of the period. It is a pity that discussions on purely political issues cannot be confined to definite times and seasons, and even at that restricted so as to preclude the unnecessary waste of time, energy and money that result from present cat and dog methods of debate.

PERPLEXITIES IN WESTERN OUTLOOK

Rather serious conditions have developed in some parts of the West on account of the lack of facilities for moving the crop. In some cases through snow and frost almost the entire production for the season will be lost, and so serious is the situation that it will be necessary for the government to do something to help out the settlers. To the disinterested spectator the situation presents itself in two aspects. In the first place there seems to be a good deal of over-reaching on the part of farmers who put in more crops than they can take off or care for. The business is too much of a gamble. On the other hand, railroads that are more interested in cutting "melons" for stockholders than providing transportation facilities for the community ought to be brought to book in some way. To lose hundreds of thousands of bushels of grain through not being able to get it to market is a calamity that needs a better excuse than those that seem to be forthcoming.

RUBBER CONDITIONS AND PRICES

The issuance of the American list on the first of the month will be taken as a precursor of the policy to be followed on this side of the border, as it has always been the claim of manufacturers here that they have followed the lead of their big neighbors. This year, however, there might seem to be reasons why this custom should not be followed so abjectly. Prices were supposed to have been put upon a war basis last year, and while there may be some excuse in the fluctuation of raw rubber for a further variation this year, manufacturers here will hardly care to go down "into their dip" again unless they have to do it. The reason for the reduction on the other side of the line is without doubt the unsatisfactory state of business generally. Last year was a lean one for the rubber factories, and they are evidently determined to help matters out by offering substantial inducements.

CANADIAN MAKERS MUST BE ACTIVE

As has been already pointed out, Canada is being exploited just now more than ever by American shoe manufacturing concerns, on account of the dullness of trade south of the Great Lakes. This, with the plenteousness of money in this country, makes the American shoe attractive beyond its merits. Induce-

ments in the way of price added to the natural desire of the retailer to be able to talk specialties largely give the American shoe traveler what hold he appears to have. In the meantime it is up to the Canadian manufacturer to put his best foot forward. With thirty per cent. protection and the dumping clause properly applied he ought to be in right with regard to price.

The keenness of competition ought to put him on his mettle and put ginger not only into his lines, but his methods. It is no use to sit back with the conviction that his goods are equal to the foreign-made product—as they undoubtedly are in most cases—but he must do a little more pushing of their merits in the trade press and elsewhere.



How to Use Script Style of Lettering

It Is the Most Difficult of All to Balance Properly—Some Common Errors Illustrated and Analyzed—The Capital Letters are the Most Difficult to Execute — Should Not Be Employed on Any but Fancy Cards—Ninth Lesson in Store Card Series

By R. T. D. EDWARDS, The Robert Simpson Co., Toronto

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Nowadays the original style of script lettering is seldom used by card writers. Some years ago a script similar to that seen on engraved cards to-day was employed. It proved hard to read at a distance, and for this reason was abandoned. Since that time, however, adaptations from the original have been produced, which are more practical and can be easily read. As well, they contain the desirable ornamental features of the former alphabet.

The style of lettering introduced in this issue is known as card writers' script. A great many of the fine lines, which appeared in the original script, and were useless for all practical purposes, have been dispensed with, and the main body of the letter is made much stronger.

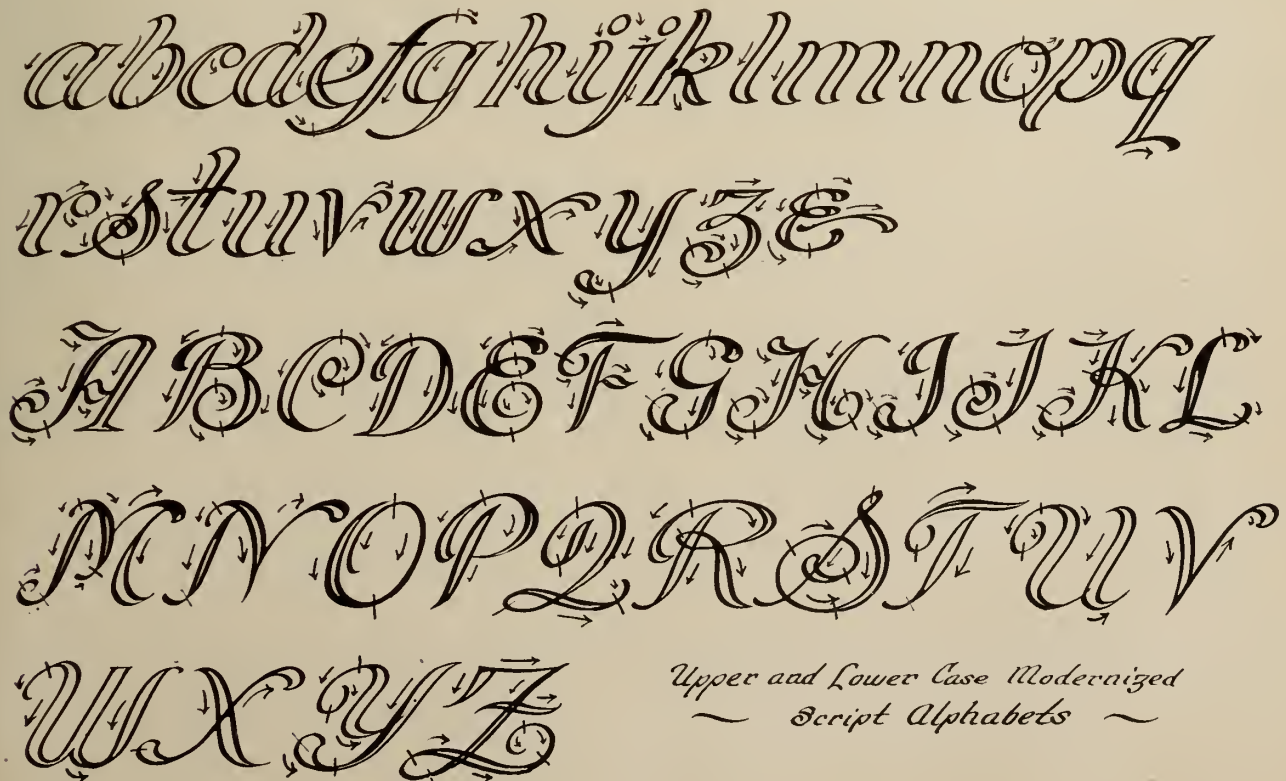
The Uses of Script

The uses of this type of lettering are quite limited. Being of a fancy nature, it should not be utilized on any but fancy cards. It would certainly look much out of place on a bargain sale ticket, where a letter of the opposite character—a bold, flat letter—is

required. And it should not be used on a card which is to be seen only from a distance. The chief utility of this lettering, then, is for special display cards and those which are to appear in connection with lines of goods. It may be used on cards relating mostly to women's and children's fancy footwear, but should be applied sparingly to cards dealing with men's shoes except slippers or pumps. The card writer should keep these facts in mind, so that serious mistakes may be avoided.

Practise the Exercises

If the reader has worked faithfully on the preceding lessons, by this time he should be able to master the elementary lines and curves with comparative ease. The conscientious practice of the exercises is, as your experience has doubtless taught you, absolutely necessary, and no matter how perfect you have succeeded in getting previous ones, practise the exercises. Every line and curve in Fig. 1 goes to make up some part of some letter, and the perfectly



*Upper and Lower Case Modernized
— Script Alphabets —*

Fig. 2

formed letter will be more easily attained if the separate strokes have been practised over beforehand.

About Your Materials

Don't neglect to keep your color in good working order. You cannot get a good clear line if your paint is too thick. Use a No. 2½ Soenneken pen for this alphabet, making the letters about an inch and a half high.

Draw the guide lines as in previous lessons and assure yourself that they are perfectly parallel. Lay out your work in lead pencil

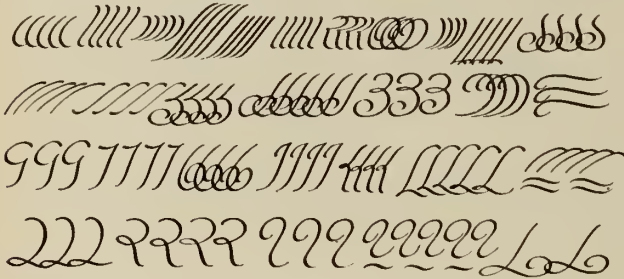


Fig. 1

before any pen work is done. Don't press too heavily on the lead pencil or it will leave an impression that cannot be erased.

The Alphabet Itself

The lower case alphabet is quite easy and requires little explanation, as the majority of lines have a similar curve to them. The main point to be watched in connection with it is to have all your upright lines at one angle. Do not have a letter look as though it was dependant on its neighbor for support. Bring the curve of each letter just to the guide line in each case, so that the whole will present an evenly-balanced appearance.

A glance will reveal the fact that the upper case, or capitals, present a much more difficult task. Here the majority of beginners make serious mistakes, which can only be overcome by studying a perfect letter and practising until it can be made correctly. The ends of some lines may be finished differently from the style illustrated in Fig. 2, but keep to the general formation.

The letters require no individual explanation. The arrows indicate the direction in which the lines are drawn, and the cross strokes indicate where strokes begin and end. Always start at the top of a letter to the left and work downward and to the right. Follow this rule and you will not be so liable to smear work already done.

Ability to Balance Up

The inability to balance up a word or line is often noticed in card writers, even after good, clear lines are executed by them



Fig. 4

This condition is often due to uneven guide lines and poor spacing, but in the majority of cases, and particularly in script lettering, to poor letter formation. The script letter is the hardest of all to balance properly, and, as a means of assisting our readers to overcome some common mistakes, a special chart has been prepared, which shows where mistakes in formation often occur. The illustrations in Fig. 3 may appear to be seriously exaggerated, but,

nevertheless, the errors shown are common and worse cases are often to be seen.

Defects of Some Letters

A brief explanation of each letter will show its defects so that they may be guarded against.

The cross-bar of A is too low.

The tops of B and C project too far to the right, and thus present an overbalanced appearance.

The widest part of the loop of the D is too low.

The loop of E is not strong enough and should project farther to the right.

The loop of G should come down to about half the distance between the guide lines.

The upper stroke of K does not come out far enough.

M is too much spread. The outer strokes should be at equal distances from the centre.

The left stroke of N does not correspond with that on the right.

The opening in O is too wide. One-eighth of an inch is sufficient for a two-inch letter.

The loop of P should not drop below a point equal distances between the guide lines.

The upper and lower loops of Q are too close.

The tail of R does not balance the top.

The top loop of S is too large.

The top stroke of T does not project a sufficient distance to the left of the upright stroke.

The top of U presents too much of a closed-in appearance.

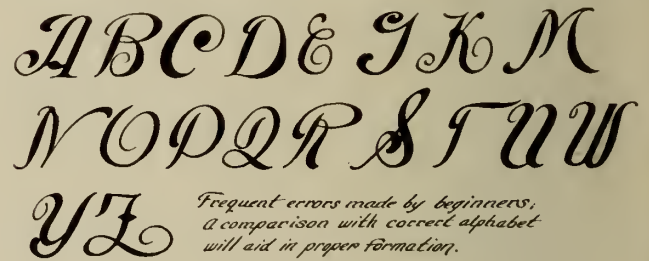


Fig. 3

The middle stroke of W should be equal distances from the outer strokes.

The upper loop of Y is too low.

Z is too much spread.

Just a Comparison

By studying the mistakes illustrated and described here, and comparing them with the perfect letters in Fig. 2, the reader should be able to overcome many faulty letters. The two cards, with special display wording in Fig. 4 illustrate how the mistakes appear on a card and how neat and effective a correctly lettered card is.

WOULD NOT BE WITHOUT IT

Enclosed will find renewal subscription for the SHOE AND LEATHER JOURNAL. Am very much pleased with your paper, and would not care to be without it. Wishing the JOURNAL every success for 1912, I am

Yours truly,
Petrolea, Ont., Jan. 17th, 1912. J. A. Taylor.

HE LIKES EVERY ISSUE

I am very much pleased with the SHOE AND LEATHER JOURNAL for the past year and hope that you may continue your spicy articles which appear in it from time to time. Enclosed please find one dollar (\$1.00) for subscription for the year ending Dec. 31, 1912. Wishing you a prosperous New Year, I remain

Yours truly,
Ottawa, Jan. 20th, 1912. W. A. Gravely.

Should Factories Supply Packing Cases Free?

Opinions Pro and Con About Charging the Retailer for Shipping Cases—Should the Manufacturer Bear the Expense
—Some Interesting Views on a Much Discussed Trade Topic

"Why should I be compelled to put up 50 cents for every packing box holding 30 pairs of shoes received from the manufacturer?" writes a Sarnia retailer. "Is there any reason why such cases should not be supplied to me in the same way as are the shoe cartons themselves? If I order the shoes, I should say it is up to the manufacturer to see that I get them, without saddling me with any cost beyond that of the shoes themselves."

THE SHOE AND LEATHER JOURNAL receives an odd letter after this style, every little while from some retailer with a real or fancied grievance, and sometimes the comments therein, regarding the alleged grasping nature of the manufacturer in general, are quite heated. In pursuance of its policy of discussing all questions of interest to the trade, the above remarks are herewith made the subject of a short discussion.

Two Sides to This Question

It is always a good policy to try to see the other fellow's side of the argument as well as one's own. It conduces to breadth of view, and an appreciation of what the other man has to contend with, that is illuminating at times. Take the instance in point. The boot might easily be shifted to the other leg, and the question asked, "Why should the purchaser of a pair of shoes pay for the pair or two of laces that go with the shoes?" Now the average retail shoeman these days does not throw in extra laces, at least, if he does, he is beginning to see the folly of giving away something for nothing. He has to pay extra for the laces, and this additional charge should be passed on to the customer, rather than be taken out of the retailer's profits, and there are more and more shoemen acting on this policy as the days go by.

Case Expense a Large One

Well then, the manufacturer is in exactly the same position as any protesting retailer will see after a few moments' consideration. He has to pay for every packing case, and this item of expense alone runs into several thousand dollars a year in many factories. Every year there is much skirmishing around among box manufacturers to secure the lowest price possible for the goods needed. In fact, in centres where there are several box making firms in existence, shoe manufacturers rarely have this work done by the same firm two years in succession, solely because a lower price is offered them for the same by a competing maker anxious to land the business.

What Some Manufacturers Say

One manufacturer put the situation in this way: "We cannot be expected to lose the money we thus expend every year. To many retailers, it may seem "small business" to make such a charge; and such an interpretation of it is natural enough, if the retailer considers merely the few dollars he may thus pay in a season as compared with the size of the manufacturing firms with whom he does business. But he forgets that his small charge is but one of hundreds of such amounts, which, taken in the aggregate, mean much to the profit or loss account of the shoe manufacturer. In these days there is a constant struggle to cut down the cost of production, and every little saving is a step toward better management and the stoppage of leaks. In justice to everyone, we must charge all retailers alike, and not play favorites, as we cannot afford to abrogate such charges."

Another manufacturer put it this way: "I may as well be blunt about it. If the retailer is not charged openly for the cost of the cases, be sure that this charge is included in some other way. No manufacturer makes a cent on such case charges; on the other hand, he does not intend to lose anything. This is a big item for us every year, and it would be included in the list price of the shoes if not otherwise arranged for. Any retailer can readily see the

reasonableness of this stand after a little reflection."

It was stated by another manufacturer that in some instances when such a charge is made, the manufacturer pays the freight, which would amount to probably the same figure, on the average. Or perhaps the procedure might be reversed, and the freight instead of the case cost, charged. Even if such were not the outcome, the retailer, who keeps his cases in good condition, should get at least 25 cents for them from people who are always in need of such boxes, as they are reasonably well put together.

Retailers Differ as to Matter

Questioned as to his views regarding this matter, one retailer hazarded the remark that he was perfectly satisfied that the charge in question was a correct one, as the manufacturer did not make any profit thereon, and the item for cases was one that ran up into considerable money every year. "I feel this way about it," said



Interior of shoe store of Rowland Hill, Richmond St., London. Mr. Hill is the energetic vice-president of the London Shoe Retailers' Association.

he: "If I try to meet the average manufacturer in a give-and-take spirit, he will do the square thing by me, nine times out of ten. And when this charge is made by manufacturers I consider perfectly square in their treatment of customers, I pay it without question. This is indeed one of the lesser evils. If retailers had nothing to worry about, other than this, life would be a lot easier for him than it now is."

Other retail shoemen were of the opinion that the shoes were ordered by them, and they were no use to them unless they arrived at the store safely. It was "up to" the manufacturer to see that they got there, and hence the cost of the cases was no concern of the retailer. This is the other side of the problem, and THE SHOE AND LEATHER JOURNAL will be glad to hear from retailers either for or against, giving reasons for the stand taken. It is another of the little problems of shoedom that a free discussion might help to get around satisfactorily to all parties.

LIKES THE SEMI-MONTHLY EDITION

Permit me to congratulate you on the great improvement that you have made in the SHOE AND LEATHER JOURNAL. I like the idea of the semi-monthly edition, and hope you will be able at no distant date to make your excellent publication a weekly one—L. J. Wright, Leamington, Ontario.

1. How would you start a Boot and Shoe business on a cash capital of \$1,000 ?

Cash Prizes of \$10, \$7 and \$5 for the best answers

2. How would you start in the same line of business on a cash capital of \$2,500 ?

Cash Prizes of \$10, \$7 and \$5 for the best answers

Men already in business can use their own actual experiences as a basis for an article, telling how they would enter the field if they had to do it again with a capital of either \$1,000 or \$2,500.

The "Shoe and Leather Journal" should also have some good stories from young men who contemplate going into business, and who have, no doubt, figured how they would do it on a certain cash capital.

The question is: If you had \$1,000 or \$2,500 in the bank and wanted to start in the shoe business, carrying heavy, medium and special lines, rubbers, findings, etc., how would you go about it?

Tell just how you would spend your money on fixtures and stock, how you would go about your buying, what you would buy, and why; what financial accommodation you would desire and how you would arrange it; what amount you would invest in working shoes, walking boots, light goods, rubber shoes,

novelties, findings, and the various other lines that would constitute your stock. What would you set aside for rent, advertising, and "a nest egg" account.

We thought first of specifying a particular set of circumstances to govern each competition, but decided against this idea when we considered how widely different in details are the problems which confront merchants in different localities when they start in business. We would much prefer that contestants take conditions as they exist in their own towns, or others with which they are familiar.

Don't imagine that it will be necessary to write your story out in fine literary style. We don't care much if you scribble it on wrapping paper, so long as the facts are plain. We'll attend to putting it into good newspaper form. Literary merit won't count for a fraction of a point when it comes to the judging of the entries.

These Competitions will close March 20

In addition to the prize-winning stories we will publish all others that possess sufficient merit, and for each one so used the "Shoe and Leather Journal" will pay \$3. This means that every contestant who devotes some little time and study to his story is pretty sure of receiving at least \$3 for his trouble, not to speak of the benefit that such thought and calculation will bring to him personally. For any further information you desire regarding these competitions write

THE SHOE AND LEATHER JOURNAL

59-61 John St., TORONTO

13 Coristine Bldg., MONTREAL

Some Queer Retailers That I Meet On My Trips

Vivid Word Pictures of Their Peculiarities, Pleas and Pretences—Experienced Traveler, Able to See Through All Of These, Engages in a Frank Discussion of Merchants Who Cannot Say "No"

"It takes all kinds of people to make a world, and if you do not believe it, get out on the road a few years and you will speedily discover the truth of what I say," remarked a traveler for a Montreal shoe manufacturer the other day to the *SHOE AND LEATHER JOURNAL*.

"I have covered Ontario now for my firm for seven years, and am particularly strong in the western section of the province. Now, selling shoes may seem to be easy, but you have to dig and scrape, persuade and plead, talk, plan and discuss, and perhaps, in some cases, use a mild kind of forceful argument to get business. The reason is that there are so many salesmen on the road, and, of course, each represents 'the best line made.' He does not see why Jones or Brown should give an order to a rival factory in preference to his. There is competition a-plenty in the selling game. Now travelers may have their weakness and peculiarities. I have no warrant to speak for the road men as a body, but there are certainly some eccentric retailers.

Leading the Traveler On

"Personally I like a man who can say "No," frankly but firmly. He need not be unkind in his refusal to give me an order. Honest, open confession, a straightforward reason, goes farther with me any day than the miserable dodges and subterfuges of all kinds that some retailers resort to to avoid coming to a definite decision.

"'Stave the fellow off' is the motto of a good many. You often hear persons say, 'Oh, I am not afraid to speak out what I think; I never go around to the back door to air my opinions, but I give them right from the shoulder.' I always believe that a clean, sharp cut is less painful than a jagged wound, and heals sooner. All this sort of talk is heard from many men, yet the chap who rants in this style is one who frequently has no definite opinion on anything. He will side with the next man in his views and change them to suit the third fellow.

"Dodging responsibility and duty, evading being caught in any important issue that may arise, and agility to get out from under, is what some men regard as clever, and seem to delight in. But I am talking around my subject, and will get down to particulars.

"Here are a few types of retailers found in Western Ontario centres, and I have no doubt every traveler will encounter the same kind in whatever territory he covers. I do not refer so much to regular customers of mine who have dealt with me for years, but to retailers who now and then give me an order or upon whom I call in the hope of opening new accounts.

The Old Cry of "Full Up"

"When I started out last October on my trip with spring and summer samples—the finest line the house has ever had, by the way—I was not the earliest on the road, and the city that I landed in first was Hamilton. I called upon a certain shoe man, who met me blandly and told me that he would be over to the hotel in an hour to look at my samples. At the end of two and a half hours he presented himself without any apology, and proceeded to look over the lot rather gingerly. 'Yes, they are very nice,' he remarked, after I had carefully explained all their features. 'But to tell you the truth, I am full up, and just placed an order the other day for ninety pairs in your line. The next time you come around I will see what I can do for you.' He had, I learned later, not placed a single order for spring stuff.

"In Guelph there is another man who will spend hours talking with you on general topics, but when you mention shoes he becomes exceedingly busy, and declares he is so rushed that he

has no time to look at your samples this time. 'Call around again when you are in town.' All this, mind you, at the end of three-quarters of an hour conversation, in which not a single customer had entered the shop, and the clerks were standing around. Too busy, just think of that!

"In Stratford I found one retailer who tried to bluff me that my line was no good, that he knew all about them, and they were not as good as those made by Mr. ——. He positively refused to come over to the hotel to look at the samples. 'In other words, you will not give me a show,' I remarked. 'You are evidently afraid if you come over that I will sell you some-



The attractive interior of Slater Shoe Store, Winnipeg.
H. W. Stark, Limited, proprietors.

thing, or that you will be in a way committed to giving me an order.'

"'Never mind, sir, I have told you that I cannot go, and that ends it.'

Give You An Order Next Time

"Going down to St. Thomas I called upon a footwear merchant in whose shop I had never been before. He was genial and full of plausible talk. 'Yes, he was very glad to see me, had often heard of me and my line; could I call around in a week or ten days, and he would have an order for me, sure.' I said all right, that I would be back on my return trip. Well, sir, when I got there he began to complain that he was not feeling well, and what do you think he did? Rather than come out straight, and acknowledge that he was only giving me hot air and elusive promises—merely leading me on—he stayed away from the shop all the afternoon and had his wife 'phone down that he had a chill, and would not be to the store for a couple of days. I saw that there was no use wasting time or attention on him, and left the city. This man, like many others, was a prince of good fellows until you tried to sell him goods. He lacks determination and decision.

"There is a rather gruff shoe dealer in Woodstock—mind you, it would not do to give you names—but if you get on the right side of him he will look at your samples. He gradually thaws out, and before you depart, he places a fairly good order.

Then he goes back to the store, gets cold feet, or thinks that business is going to the dogs, and writes a letter which runs in this fashion: 'I find that I have ordered far too much stuff, and that I am already overstocked in your lines. I desire to cancel Nos. 678, 435, 296, 351, etc.' He is always carried away when he sees fine goods and then recants or retracts and cancels. Far better if he had not so much optimism in the sample room, and a mind that did not change with every trade current that blows.

The Retailer Looking for a "Cut"

"Then there is a retailer in London who will listen to every plea put forward by rival travelers, and tries to satisfy every one with a little piecemeal order with a 'I'll do better next time.' In Windsor there is a shoe merchant who absolutely refuses to look at samples in the daytime, no matter at what hour you call, but when he does come around you may get a good booking. Then when all is said and done, you total up your sales. He starts in quietly to enquire your discount and terms of payment. He leads up to his stand gradually, and demands better rates than the other fellows have received, and when you refuse, it is all off. In Chatham there is a boot and shoe man who will never give an order unless the traveler will split his commission, and as I have never done this, I, of course, cannot secure business from him.

The Other Houses Are Cheaper

"Another man in Owen Sound will give you a big order, only he tells you that he can buy the same style of oxfords and button boots from a rival house for less money. He would really like to give you the preference, but does not see how he can readily do so in the best interest of himself. This fellow takes this means to beat you down, and hopes by saying that certain other houses (which he names) sell cheaper, that you will give him a sacrifice. It does not work with me, and I know that it does not with other men.

Bring Your Samples to the Store

"One more type of a retailer who is met with occasionally is the chap who declares that he has no time to go around to your sample room, but that he will look at your stuff if you bring it around. He does business in Brantford. Now carrying from one hundred and fifty to three hundred samples, as I do, how on earth is one going to cart his goods around to this man's store just to suit his own convenience. It is not a fair request to make of the traveler, as a few lines do not adequately represent all that he has, and taken out of the display do not look as well as when ranged alongside others.

"I know another dealer, and he lives in Collingwood, who is in the habit of ordering freely from every traveler. Each man gets business, and he probably gives an order for so many button boots, so many oxfords, so many pumps, and so many tans. Then he goes back to his office, checks over the lists—say, of pumps. He finds that he has ordered from four or five firms, and he begins straightway to ponder. Now I will cut out Binks entirely, and I guess that I do not need those goods that I booked with Bennett, and perhaps I can do without those that were given to Hillman. That will confine my order for pumps to Smith and to Cooper. Thus out of five travelers who got business, three on returning to the factory find to their dismay that the orders have been canceled. This man makes a practice of doing this.

"I know one traveler for a jobber, who called and got an order. He wired into the firm with instructions to send the footwear at once, which was done next day. The result was that the road representative got ahead of the retailer, for he had not time to follow his usual procedure of 'looking over his order sheet' and send in a countermand. Perhaps it will teach him a lesson.

"I heard of another fellow in Berlin who is tied to a certain house who are practically carrying him, yet to hear him talk you would think that he was the freest man on earth. He boasts

that he can buy where and when he likes, and on just what terms he pleases, but somehow or other he never gives me an order, although he admits my goods are all O.K.

"Some retailers will promise everything, and stick to nothing, others will give you the glad hand, lots of hot atmosphere and a good hearing, but will advance all sorts of excuses for not placing an order.

A Few Choice "Stock Excuses"

"Some of the choicest of these pleas are: 'Full up,' 'Called just a week too late,' 'Am going out of your line,' 'Thinking of retiring from business,' 'Will see you next time,' 'Do not want to open any new accounts,' 'Can secure better values from the house direct than you are offering,' and all this kind of dope.

"Then you meet the bluffer, the jollier, the four-flusher, the dodger, the artful one, the smooth fabricator, the gushing one, the chap who seeks to praise you personally, but who has no use for your house, and is sorry that you are not with some other firm. There is the merchant who says that last year's goods were not up to sample, but he has never made a complaint to the house, and waits to vent his grievance on you, which is only another method for refusing you an order.

"Oh, the woods are full of all kinds and conditions of humans, from the business man who is willing to see every traveler and look at his samples, to the one who looks upon each road man as an intruder, and thinks that he should be prosecuted for having the audacity of calling.

Finding a Common Meeting Ground

"You have to approach different men in a different manner. Some want to get down to business right off, others want to talk an hour, some like the latest story, and a few are looking for a drink and a good cigar before being mellow. You have to talk politics to some, religion to others, horse-racing to a few, and hockey to more. You make full enquiries about the wife and family to another kind, who like to speak of how clever their children are, and some want to know if you have called upon any of their rivals, and how many of them have bought, what lines, etc.

"Again, several want the exclusive right for their city, and yet will not give you a good-sized order. When you refuse, they turn you down. The man who can say 'No' and give his reasons in an open, candid style is a rarity. The majority dodge and shift and beat around the bush, offer miserable pretexts or some 'con.' They are afraid to say 'No.' They do not want to offend, and believe in temporizing, in bluffing, in cajoling, in good fellowship, or in staving you off. They will not tell you frankly why they do not want to or cannot give you business. They prefer to let you think that it is better to go away with glittering promises and high hopes; that you got pretty close to them, but not close enough for an account. Next time they will certainly do something.

Be Open and Candid

"Other fellows will tell you that they are going to cut out So and So, and when they do they will give you a good slice of business. I know of only half a dozen men who deal straight from the shoulder in a pleasant, firm style, and have the fortitude to say 'No' without leaving a sting.

"It seems to be the way of the world to give evasive replies or some encouragement. If you apply to the average house for a job they will agreeably explain that they have nothing just at the moment, but call around again in a week or so; or they will bear you in mind, and give you a chance at the first vacancy. You call around again and again, and keep on calling, and yet you are no nearer securing employment from that house. They like to wear down your time and patience. If the first vacancy does come around it is probably filled by another, and you get the bland answer, 'Why, we really forgot all about you, but we assure you that it will not occur again.'

"The matter of fact was that this man has been with us

before, or he had a relative in the store, or he is only on temporarily; any other ostensible excuse for overlooking you. Far better to tell an applicant at once that there is no vacancy, either present or prospective. There is altogether too much hypocrisy, jollyng, shilly-shallyng, pretence, cant and plausibility in many business matters of to-day. Why cannot men tell you squarely and fairly there is no chance, that they do not like your house or goods, can do better elsewhere or cannot submit to your terms. Holding out half-hearted promises, evading the

issue by hook and by crook, twisting, scheming and juggling words and actions are too prevalent. Give me the man in business who knows what he wants, says politely what he thinks, is final in his judgment, and prompt in his decisions."

In the next issue the SHOE AND LEATHER JOURNAL will present a reverse picture. A number of retailers will be given their innings, and will tell of the faults, fads, frailties and fussiness of certain travelers who are bound to "sell at any cost, and will not take a refusal."

Branded Shoes Work to Best Interest of Retailer

Lack of Co-operative and Helpful Spirit on the Part of a Few Manufacturers Has, However, Made Certain Shoemen Unsympathetic—Sidelights on Reasons for Avoiding Sale of Shoes Not Bearing Retailer's Own Name

Some retail shoe men are very much opposed to selling branded shoes, peculiar though this may seem. It might naturally be supposed that all retailers would readily see the advantages accruing to them from handling lines whose merits the public have become thoroughly familiar with, through constant publicity in one form and another. The market is already made for them. People know about these branded lines, and in many cases they know *why* they should be worn.

Moreover, the manufacturers of such lines are nearly always ready to supplement their usual publicity efforts by various kinds of advertising ammunition suited to local conditions, such as ad. copy and illustrations, show cards, window display materials and suggestions, as well as other helps along the same line.

It may fairly be argued that it takes considerably less salesmanship and expense to sell branded shoes than to sell shoes whose quality is not assured in this way. No manufacturer dares to skimp the quality of the lines upon which his present reputation and volume of business have been built—and the public know this well.

Why Some Retailers Taboo Branded Shoes

Then why this reluctance on the part of many retailers to sell such branded or trade-marked shoes? It is quite true that price enters into the situation to a certain extent. The retail shoe man feels better when his name is stamped on the sole of every shoe sold by him. He feels that every boot disposed of by him stands for something definite and personal, that his position with his customers is enhanced with every sale, and that he is something more than a mere distributor for the manufacturer. But these are only incidental reasons after all, in the majority of cases. There are deeper motives than these.

Be it understood that the SHOE AND LEATHER JOURNAL believes—opposition to the contrary—that branded lines work to the ultimate benefit of the retailer, as well as to the good of the manufacturer. There can be little doubt of this. A brand is a protection against misrepresentation and an assurance of quality and fair dealing, both to the public and to the retailer. It can be pointed to as "foot insurance," and hence the shoe can be more readily sold. And it is because of this conviction that the writer here points out some of the stumbling-blocks in the way of the more complete use of trade-marked or branded shoes. A better appreciation of these forces by retailer and manufacturer alike can result only in good.

A Specific Instance

A retailer who is a large buyer and whose opposition to all branded lines is well known was asked for the reason of his peculiar attitude. He gave them forcefully and frankly, and illustrated by concrete examples. Here are his remarks: "I used to be a firm believer in the manufacturer who had faith enough in the quality of his shoes to put his stamp on them as equivalent to a certificate of value, and then to use all forms

of publicity to acquaint the public with the excellence of said lines. I could not see where I would be anything but the gainer if I got on the 'band wagon' and rode to my destination as a result of the other fellow's effort—backed, of course, by my own—rather than to do all the walking myself. And I acted on that theory, until I got thoroughly well 'stung' in two different instances.

"In one case I was given the agency for a well-known make of American shoes, and I succeeded in working up a very nice demand for them after a year or so of effort. People began to come back, and would not take any other line if they could help it. True, the shoes had much intrinsic worth, yet, if I had been selling any other similar line, my personality and salesmanship ability would have accomplished the same result, I am quite sure. But early in the second year, I was one day notified that the firm had decided to open a branch of their own in the neighboring city, and therefore were reluctantly compelled to withdraw the agency from my hands, as they would cover surrounding territory direct by mail order.

Where He Was Cast Out

"Was I sore? To get such a 'throw-down' after a year and a half of faithful work, and to feel that this firm would reap where I had sown so faithfully and intelligently? Just what you could notice! But even that did not teach me wisdom. Upon the earnest solicitation of a traveler for whom I had the highest regards, I had ordered a line of low-priced women's shoes, to retail at \$3. I had a class of trade that would, I knew, appreciate the neat appearance and medium price of this boot. I advertised it extensively, and got what help I could in this line from the manufacturer. They sold like hot cakes, and were profitable to me as well as to the manufacturer.

What Happened Again?

"The first year I stocked these shoes, they cost me \$2 per pair, leaving me a fair net profit, when sold at \$3. But lo and behold! when I again ordered my spring supply the next fall, I was told that the price had been raised to \$2.15—just 15 cents off my former profit! Still I kept on, as I had worked up a fine demand. I felt I couldn't afford to drop the line. But next year the price went up to \$2.25. Then I quit. Demand or no demand, I felt that pretty soon I would be working for that manufacturer for nothing. Pulling other people's chestnuts out of the fire at personal risk never did suit me.

"Now it made no difference to me whether such a price advance was justified by increased manufacturing expense or whether it was an effort to take the cream and leave me the skim milk. In either case, I was working for next to nothing, and was sure to lose some trade which liked that particular shoe, and which could not understand the change of front shown by my not handling it. I couldn't sell it for more than \$3. The educative effort required to secure an increased price would be

better spent on using my popularity and selling ability to introduce some new line.

Results: No Branded Lines

"I did this, but in every order I now give my name is stamped plainly on the sole. If a customer asks for a branded shoe with which he has become familiar through constant publicity, I reason with him this way: 'If I sell you a branded shoe, and it is not satisfactory, will you go with your complaint to the manufacturer, or will you come to me?' The latter every time. Therefore, I sell you a shoe that I know will give you just as good, or better satisfaction than the one you ask for, and it is guaranteed by my name on the sole. If it goes wrong, the loss is mine. I generally make the sale. No, sir; in future I work for myself, and make my own terms. I can't be held up any more. The boot is on the other leg, now, if I choose to get exacting."

This Case Typical

This case, stated at considerable length, is but typical of many others that every shoe man knows of, either by experience or observation. And there are many other instances that could be quoted, in which the manufacturer, finally thinking that the retailer needs his goods and his help, has grown arbitrary and discourteous, frequently turning down reasonable requests and claims very abruptly.

Now, does this constitute a case against branded shoes? *Not at all*; but it does stand as a revelation of the feeling prevalent among many retail shoe men, that makes it hard to get them to see *the undoubted advantages of pushing branded lines*. Such methods of marketing cannot be a final success unless backed up by the fair play spirit. There must be more of a determination on the part of the manufacturer to secure the retailer's sympathy and co-operation.

Said another shoe man, "I greatly prefer a manufacturer to tell me his story through the columns of my trade paper, than to go to the public first with a view to creating a demand that I *must* satisfy. I can be reasoned with, but not clubbed into a course of action." There is the kernel of the difficulty.

The SHOE AND LEATHER JOURNAL believes that much of this prejudice against branded shoes is short-sighted; but it is there, undoubtedly, and must be met with open eyes by the manufacturer in a half-way spirit. Of course, there are some retailers who deserve little consideration, but the ones usually feeling the way mentioned here are of the better class.

Every retailer who feels strongly one way or the other on this question, will help himself and the shoe trade by furnishing the SHOE AND LEATHER JOURNAL with a synopsis of his views, and the reasons for the position that he takes.

A Clerk's Tact and Courtesy

How a Winnipeg Shoe Salesman Managed to Sell a Hibernian Caller a Costly Pair and Send Him Away Satisfied

By D. J. DeVine

On a recent Saturday evening two fine looking Irish gentlemen came in to our store to join the busy crowds. Being at the front I met and soon had them seated. I proceeded to draw up a stool and reach for the measuring stick to take the pedal size of one of the callers, but I was halted.

The younger man remarked "Old chap, you have a job ahead of you now." I replied that "I liked a job," and he seemed pleased with the answer, for he smiled and said, "I was in a shoe store last Saturday evening for two hours and fifteen minutes and tried on nearly every pair in the place. Only one of the whole lot came anywhere near fitting me, or, at least, suiting me, and some had a good many nails in the sole."

I inquired the name of the store and he told me. I added that it must have been lasting tacks that he felt, as I did not think that he would buy a nailed shoe, and I was sure that the shop, which he mentioned, did not carry any shoes except Goodyear welts.

At any rate, he said that the clerk who was attending to him took a shoe to the back shop to remove the tacks, and the speaker explained that he got tired of being served in that manner. He put on his old boot and departed.

Now our store was crowded. So far all had been talk and nothing much done in the way of effecting a sale. I saw others waiting to be served, whom I felt that I could satisfy right off the reel. However, I decided to exercise a little forethought and tact and stay with my man. I found that I had to win his confidence and remarked pleasantly, "Well, I will try to both fit and suit you. I do not want you to take anything that does not satisfy you, and I certainly will not keep you here two hours."

He put his foot on a stool and I drew off his old shoe, at the same time examining his foot and taking a careful glance at the boot that he was wearing, its quality and general features. His foot was a nice, straight one. He told me that his shoes were Old Country make, and that they had cost him \$4.50 of Canadian money.

"I do not want to pay more than that," he added. I said, "Very well, but I am afraid that I cannot fit you nicely at that figure." He observed, "Go ahead, and, if you fit and suit me we will consider the price after."

I said, "Thank you" as cheerfully as I knew how, and went for some shoes. Luckily for me, we were admirably fixed on straight lasts in his size, 6½ B, and I came back with four shoes; usually I do not bring more than one or two. I put one shoe on, buttoned it and he took a look at it in the mirror. He said not a word but resumed his seat. I took the first boot off and fitted on another and still another, but still not a murmur from my probable purchaser. A friend of mine came in and spoke to me, and "my hard customer," as he described himself, remarked "Fix up your friend, I'll wait. I'm in no hurry." I soon sold my friend a pair of tan buttons, and, when I had finished, my Irish caller said, "All these shoes fit and suit O.K." I saw that I had him part way on the road toward closing a transaction.

"What is the price?" he inquired.

"Six dollars a pair."

"That's too much for me to stand," was his rejoinder.

"Very well, I will fit you the best that I can in a cheaper line."

"No," he added, "I will think over these for a few minutes."

I waited on another man, and, when I had finished with him, I got a pair of specials which I was positive would fit my "hard customer." I inquired if he would buy a better pair if they fitted and suited?

"Not by a long chalk," he replied. "I do not want to go a cent beyond six dollars."

I was afraid that I might overstep the mark and lose my man altogether, but I asked him to try on the special line at any rate. He did and remarked to his companion, "Why did we not come to this store before, where they employ courteous and experienced clerks, and have the goods?" He turned to me and inquired if this particular shoe fitted better than the others which I had shown him. I replied, "No, but it will always be a fit, being much better made and of more costly material." I next showed him some of the fine points in connection with its workmanship, how it was made, the maker's name, etc. He asked the price, "Nine dollars," I said. He wanted to know if I would fasten the buttons so that they would be sure to stay on, "If you do, I'll take this pair, and you can fix up my old ones."

He then handed me over ten dollars and fifty cents for the new shoes and the expense of repairing his old ones, and said that he would send his friends to our store in future. Thus you see tact and courtesy, with the right goods, will nearly always win.

I have opened a retail shoe shop at 761 Notre Dame Avenue. I have great hopes of doing a very nice business here, and consequently I need the SHOE AND LEATHER JOURNAL.

Yours very truly,
Winnipeg, Feb. 12th, 1912
A. C. GARDNER

A Wider Appreciation of Canadian Made Shoes

They Possess Style, Worth and Workmanship Sufficient to Merit the Patronage of the Most Exacting Buyers—Catering to an Alleged Foreign Demand is a Short Sighted Policy—Some Retailers and Manufacturers Opinions

"Permit me to compliment you on that excellent article which appeared in the last issue of your paper on 'Does National Honor Count in the Shoe Trade?'" writes a Stratford shoe dealer, who has been in business for many years. "You have certainly struck the right keynote. Keep it up. The trade is with you. There is altogether too much pandering to an alleged foreign desire in Canada, and I only hope that the press, both local and city, will take the matter up, and seek to educate the people to a broader Canadianism. By that I mean some appreciation of what the country affords in the shoe line. We have just as skilled, stylish and graceful footwear made in this country as in any land under the sun. We need a little more patriotism and self-respect, a livelier estimate of what we can produce right here in our own country. I am not a 'little Canadian.' The offerings of Canadian shoe manufacturers are good enough for me. You are on the correct line."

Just Reverse the Picture

"Yes, I read with a great deal of interest your remarks of how so-called 'American' shoes are often palmed off on the public, and it is time that the practice should cease," declares

an Ontario manufacturer. "If I turned out a shoe, stamped it 'Made in Canada,' and sent my travelers across the line to get business, they would receive decidedly cold treatment, and no orders. The matter of invading the American market has been tried, and with no success or encouragement whatever. We are specializing more and more every day, and no industry in the last decade has made more rapid progress on the road to perfection and supremacy than our own factories. We want a little more confidence and self-esteem. If we do not have faith in our own products and powers others will not."

"I have been in business twenty-seven years," writes a Peterboro retailer, "and I do not handle any American goods. I find that there is no necessity for so doing, and that others who have stocked them have been trying to create a wrong impression and to foster a taste on the part of the public that does not exist. I do not have one customer in a hundred ask for American shoes, and if one does, I speedily convince him or her that we offer just as good style, work and worth as any foreign-made article. Here is a woman's tan calf, button boot, short vamp, high toe, Cuban heel, with snap and individuality, that I buy from a Montreal factory for \$2.65, and yet the very



The imposing front of the Quebec Shoe Co.'s store, Winnipeg, of which Wm. C. Allan is the proprietor.

same American shoe, with no better linings, leather, shoemaking, finish, or trim, would cost me \$3.15. That thirty per cent. duty does not add anything to the value of the goods. Some one has to pay it, and you can rest assured that it is the consumer every time. I have here a man's willow calf, double sole, blucher cut, high arch, extension edge, which I buy for \$3.10, and sell readily. The same style of last and build of shoe from the other side would cost me \$4.00, and the wearer would not get any more comfort, durability or satisfaction out of it. I could show you dozens of similar ranges from my shelves here, and I do as select a class of trade as any retailer in any similar sized city in the province."

Blames Some Manufacturers

"I do not object to legitimate American shoes so much as I do to the fraudulent practice of certain makers using 'American' names for their branded goods, or the actions of a few retailers in seeking to convey the impression that an American shoe is worth more money, that it has a something about it that a Canadian shoe has not," writes a Hamilton man, who has been in business for sixteen years. "I know there are lots of genuine American shoes sold in this city, and I am not inveighing against that so much as I do the practice of which I speak. I have only a few lines of American goods, and I can name you a dozen factories in Canada that turn out products equal, if not superior, to what many houses across the line charge from a dollar to two dollars more per pair. I know there are certain retailers in the Dominion who complain bitterly that residents of their towns and villages will not buy footwear from them, but send to departmental store and catalogue houses, where they obtain no better value for their money than they do at home. I was talking to one of these merchants the other day, and he informed me that he sold some American shoes. I asked him why he did not buy all his men's, women's and children's lines from local concerns. He told me that he scarcely knew." "Then what are you grumbling about?" I asked. "Why do you not exercise the golden rule? Here you give some good Canadian firms mighty small encouragement, and yet have a grievance because citizens of your town go to Toronto, Hamilton and other places to purchase shoes. Practice what you preach, and see that you set the example of patronizing Canadian factories."

Do They Come In Undervalued?

"I am thoroughly acquainted with the whole matter, and of the two million dollars, roughly speaking, of American shoes sold in Canada last year, we got many left-overs, or what is 'on the floor.' We are used as a dumping ground," writes a Quebec manufacturer. "Factories across the line have to seek an outlet; business is duller over there than it has been for some years, and with the Presidential election coming on, matters are not likely to improve for a long time. Now large plants have to be operated at a certain fixed output, keyed up to a certain production pitch, so to speak, and to keep the cost of manufacture down to the lowest notch, what cannot be disposed of at home must be sold abroad at cost or under. We get the surplus, and thousands of dollars of shoes are passed through the Customs at undervaluation. A huge plant will stand to lose rather than curtail part of its output. One New England visitor remarked that they had to have business no matter where they got it. The factory turned out 8,000 pairs daily, and on their basis of computation, everything was bought administered, operated and marketed, in order that these fixed charges might prevail. "We can afford to make an actual cost for Canada or even less, if things are kept running. Of course our customers over the line do not know at what figures we sell here, and it is nobody's business but our own," was his candid confession.

It's Different Away from Home

"The same thing is done in shoes as in other matters. I went to Buffalo once to buy some heel nails from a firm," said

a factory proprietor, "and was quoted a certain price per hundred for the nails. I told the firm that I was from Canada, and had to pay duty on the 5/8-inch nails. I asked if they would give me any concession." "Wait a minute," said my man, and he walked back into the office. "Pretty soon he reappeared and named a quotation less than half what he had asked me at first. I would not have been surprised if he had reduced the price less the duty, but he got away below that. This is what he said: 'You are not a customer here, and do not interfere in our trade, and we can quote you a much more favorable rate. Our patrons need not learn the figure, and we can do business with you at practically cost if you get all your supplies from us.' Now that is the way with certain manufacturers in the United States. They want Canadian business at any figure, and will lose in order to keep the factory operating. I do not say that all firms will do so, but a number will. They hope to recoup themselves by charging higher prices where they do business. The shoe business is like a paper-making machine, and must be kept running all the time if the producer expects to make ends meet or show a net profit."

Canadian Shoes for Canadians

"How many firms ever think of buying American rubbers or felt shoes? The thing is almost unheard of, except in a few cities along the border, and yet in leather goods we are just as far advanced and skilled, and with a little practical talk and loyalty there should be fewer American shoes come into this country," said a King Street dealer, Toronto. "The people over the line love us mightily so long as they can sell us three dollars to every one we sell them, and then they take principally raw materials, as the trade returns will show, something they have not at home. We want to believe more in ourselves, more in our ability, brains, energy and resources. To say that we have not equally as neat, attractive and classy shoes right here in the Dominion as are represented on the other side is misleading. With the insight and study of styles, development and expansion of the Canadian shoe industry, such as I have given, I dare not make such a statement and hope to retain my reputation for veracity."

"I can soon convince anyone that we have a product which, at the price, cannot be beaten anywhere on this continent," observed a Montreal maker of women's goods, "and we have facilities, workmen and material that are not surpassed. This desire for foreign shoes is all a fetish that will sooner or later be shattered. We are just beginning to waken up. 'Canadian shoes for Canadians' is a good slogan. We have the enterprise, spirit and progressiveness to back it up in every respect."

A Specimen of Scant Courtesy

A former shoe traveler who retired from the road a few years ago, and is now in another line of business, walked into a store in London, Ontario, the other day to purchase a pair of shoes. He stood around a few minutes, and at the back of the shop the proprietor was talking leisurely to a clerk. After tarrying a reasonable length of time, the former road man shouted, "Don't you wait on customers here?"

"Certainly," replied the proprietor, as he stepped forward, prepared to serve the caller. "But we thought that you were a traveler. What did you want, sir?"

"What do I want?" rejoined the visitor in his most icy tones. "I wanted a pair of patent leather button shoes, but thank you, I can get them elsewhere. If you can not treat a traveler decently you cannot treat a customer decently," and out he went.

Happily there are few business men who give this sort of reception to traveling representatives. Speaking of the incident afterwards, the caller remarked, "I went up the street a little way and entered another shoe house, where I was promptly and politely waited upon."

General Price Increase In Shoes Looks Inevitable

A Summary of Conditions as They Exist—Some Plain Statements of Facts—Question is One Not Likely To Be Kept in Cold Storage But Definite Action is Expected at an Early Date

Are shoes going to take a jump in price this fall? In the last two issues of THE SHOE AND LEATHER JOURNAL have appeared statements of conditions, and tendencies among shoe manufacturers that seem to answer this question in the affirmative. Further inquiries along the same line have but strengthened the impression that a general price increase is inevitable.

As previously stated, there are several reasons for this. One of the most cogent of these was given in the last issue of THE SHOE AND LEATHER JOURNAL. On page 38 was a complete table giving the comparative prices of leather and hides for the last eleven years. It will be noticed that practically all kinds of sole leather have advanced decidedly, and many kinds of upper leather and hides as well. The advance in hides, due to increased consumption, and factors affecting their production in Canada, the United States and foreign countries—which factors are, of course, beyond the control of the tanners—has compelled many of the latter to jump their prices.

As an instance of this fact, one manufacturer advised a SHOE AND LEATHER JOURNAL representative this week that one tanner from whom he secured most of his calfskins had notified him of a seven per cent. increase in price. This manufacturer was away short on calfskins, so after other inquiries, he decided that the best thing to do was to accept the increased price. "But," he said, "I cannot add that increased cost onto an already over-large cost of production without endeavoring to recoup myself by raising the selling price." In addition to the increased cost they have to pay for the raw hides, the tanners point to the higher wages and constantly increasing cost of leather production. They state that they have not been getting a fair margin of profit in the past, and that the time has come for a decided increase in leather prices.

How This Hits the Manufacturer

Again, present conditions make this stand of the average tanner a more or less serious one for the manufacturer. The latter, for a long time back, has been buying leather largely on the hand-to-mouth basis, always waiting for a more favorable price opportunity, which frequently has not come. Taking manufacturers as a whole, they have been letting the tanners carry the stock, hence at present many of them have not much leather on hand. With prices on the up-grade, their profit is just that much lessened. And, of course, it is the lines most in demand upon which the price increase will be greatest, which makes the pill all the harder to swallow. Patent and gunmetal calf are strongly in demand. They are "going up." Sole leather is especially firm—and it will be firmer. These days the harder, heavier leathers are being mostly used for uppers, and they all feel the tug of the price increase tendency. Leathers like dongola and glazed kid which at present are not overly popular, will feel the advance very little.

Other Factors In Increased Cost

But it is not only in leather that the manufacturer is feeling the pinch. Prices on practically all the accessories have stiffened. Here are a few of them; counters, box toes, insoles, heels, linings, trimmings, threads, eyelets and hooks. To keep the quality up, all these accessories must be of the best. How long will an otherwise good shoe last, if the counter or the box toe is of poor quality? Just about long enough to "queer" a good customer for the retailer—and the latter probably will vent his spleen on the manufacturer.

Keep the Quality Up

There is a general disposition among the manufacturers to see that the quality of present-day shoes is kept fully equal to or better than, those of the past few years. Rather than scamp the quality, they will raise the price. This is by far the lesser of the two evils, in their estimation. Many of them advertise, making strong claims

for the wearing quality and appearance of their product, and it would be suicidal for them to lower the quality to keep prices at the same level as heretofore.

Competent Help Scarce

Still another problem that tends to increase the manufacturing cost of shoes is the scarcity of competent help, and the steadily increasing wage bill, due both to this scarcity, and also to the constantly growing cost of living. Many factories have the greatest difficulty in securing enough expert help, especially in the cutting, lasting, fitting and finishing rooms. In such cases, "green" hands have to be "broken in," even while being paid practically the regular scale. The number of pairs of shoes spoiled in a week during the busy season by some of these "green" ones mounts up to a considerable sum in a year—all of which increases the expense of production. And it seems almost impossible to avoid such conditions, because during periods of commercial prosperity, expert help is scarce and very independent. Then, as well, rents, power, taxes, shipping facilities, share the general increase. It is easily seen, therefore,

A Trio of Veteran Travelers

The accompanying picture represents three shoe travelers who were "taken in a group" by Charles Bonnick, Toronto, manager of Ames-Holden-McCready, nearly twelve years ago. On the left is E. A. Chalk, who has been with the firm twelve years, and covers Northern Ontario as far as the Soo. In the middle is Andrew Jackson, who now lives in Montreal. He represented



Ames-Holden for about forty years, and for a long period covered Western Ontario from Toronto to Windsor. He was superannuated some four or five years ago, and to-day is in the enjoyment of a life pension from the house. On the left is W. G. Simpson, who formerly traversed Northwestern Ontario, and was with the firm for thirteen years. He left the road to enter the real estate business, and is now a member of the firm of Simpson and Waddington, 2197 Queen Street East, Toronto.

that the road the manufacturer has to hoe is not an easy one—in spite of a rather widely held opinion to the contrary. And this is no apology for the manufacturer either—merely a statement of facts.

Changing Styles and Lasts

Here is another factor that is giving the manufacturer anxious thought. He frequently blames the retailer for the heavy expense involved in "scrapping" old lasts so frequently, to make way for changing styles, often of a freak nature. This is hardly just, as these changes are, more correctly speaking, due rather to the stress of manufacturing competition and the effort to outdo the other fellow. And yet, whoever is to blame, such changes help greatly to add to the outlay for shoe production. There are far too many of them.

Will the Increase Be General?

It is doubtful if the advance will be general, as the cost of making all kinds of shoes is not going up in the same ratio. As previously stated, some classes of leather that are not much in demand, will increase little, if any; again, there are some manufacturers who will hesitate long ere they ask augmented prices, owing to the strenuous present-day competition for trade. They may seek to take a lesser profit on a considerably larger volume of business.

But these manufacturers will be in the great minority, if expressed sentiments are an indication of real intentions. While no concerted action has been taken in the matter—and there probably will be none, as such—yet it is quite likely to be discussed informally in shoe manufacturers' meetings in different centres, and a general consensus of opinion arrived at. Such a pertinent subject is not likely to be kept in cold storage very long where even "two or three manufacturers are gathered together."

What Will Be The Ratio of Increase?

According to indications, anywhere from three to eight per cent., averaging possibly five per cent. This is the figure mentioned most often in such discussions, and it would not be an embarrassing one for the retailer to handle. Some may even exceed this figure but it will be pretty safe for the average retailer to count on that percentage of increased cost in his fall buying. If he escapes, he is just that much better off. A few short weeks will tell the tale.

A Busy Repair Department

The repairing department of a live shoe house is an important branch of the business. Among the enterprising emporiums of the West, who have recently installed a complete shoe repairing outfit is the Yale Shoe Store of Winnipeg, located at 328 Hargrave Street,

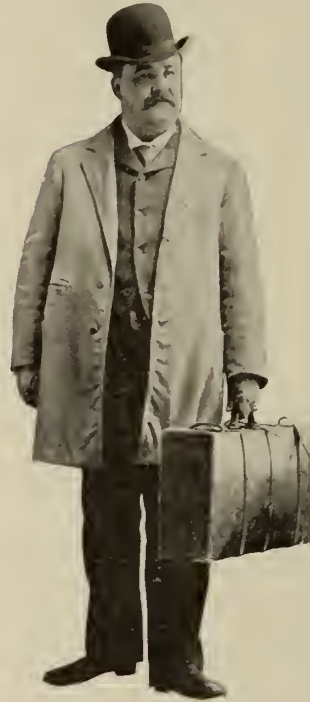


of which Mr. Affleck is proprietor. The equipment is directly opposite a large plate glass window, and crowds stand and watch the workmen daily. It has proved a decidedly paying investment and the operations are a source of much interest to the uninitiated. W. R. Goodey is in charge of the department, and his assistant is P. Bloor. Both are seen in the picture, and are experienced workmen. The Yale Shoe Store believes that a competent repair branch is one of the most remunerative portions of a retail store, when

properly directed, and the business done since the Champion No. 20, outfit was installed, has been growing each week to very gratifying proportions.

He Is One of "The Regulars"

This is John Huxley as he appeared a number of years ago when starting out on his spring trip for the W. B. Hamilton Shoe Co., of Toronto. Times may change and conditions alter, but John Huxley never. He is sometimes known as the "Professor" by reason of his namesake, Thomas Henry Huxley, the celebrated English biologist, who was a lecturer for many years at Cambridge University, and President of the Royal Society. He was the author of "An Introduction of the Classification of Animals," etc., but, while not so world famous, John Huxley is an authority on the "classification of shoes." He knows as much regarding them as the learned Englishman did of species. John was in the retail boot business in Brampton before he took a job on the road. He was first with the John Ritchie Co., of Quebec, and twenty years ago came to Toronto. For nineteen years he has paid almost weekly visits to the Niagara Peninsula, going as far west as Windsor and other points. Large of limb and firm of muscle, he weighs about 240 pounds avoirdupois, and is still growing. He is a genial, whole souled salesman with no family cares, for he is a confirmed bachelor. He likes the shoe game and makes firm friends with all upon whom he calls in the interest of the Toronto house.



The Jobber and The Retailer

"Yes," remarked a Montreal jobber, "that was a timely and educative article which I read with much interest in a recent edition of the SHOE AND LEATHER JOURNAL, but you overlooked two or three essential points. If it was not for the jobber not more than half the retailers who are in business to-day and making money would be engaged in the trade. In the first place they would have to buy goods in much larger quantities than they do, carry three times the stock and purchase months ahead. This is all done for them by the jobber at the present day. Besides the retailer would have to command many times the amount of ready cash that he does nowadays to go into or carry on business. Here is a case in point. We are shipping our hockey boots. Here is one eastern man who has ordered two pairs of fives, one of six, three of seven, and five of eights. If he runs short he will telephone or write us, and we can send at once further orders. The result is that, when spring comes he will have no hockey shoes on his hands to carry over for another season, no money locked up, no anxiety and no worry. He gets along on a few sizes whereas if he has to purchase from the manufacturer direct he might not be able to get what he required, he would have to 'speculate' on all sizes, run all manner of risks and wait for weeks perhaps for his supply. The same applies to rubber shoes, felt boots, oil tans, moccasins, leggings and other lines, the sale of which depends on the severity of the weather, the fall of snow, the early or late formation of ice and many other climatic conditions. The jobber saves him all this worry, annoyance and expense, and yet from some of these men whom we accommodate, we get little or no thanks."

More Timely Comment On Retail Shoe Ads.

Showing the Value of Good Position, Proper Cuts and Type Styles and Arrangement—Specific Examples Discussed—
Good Display a Matter of Proper Contrast—All Black Type Not Good Display

The John Murphy Co.'s ad. is an excellent example of up-to-date shoe advertising. In the first place the ad. is very attractive, and catches the eye at once. That is the first step gained in the assault upon the prospective purchaser's favor—the entering wedge. Then it is placed in a very favorable position. No shoe store outside of the very largest could profitably use "left-hand corner, top-of-back-page" space in a city daily, but if many town and village shoe men would pay a little more to get favorable position in their own town papers where rates are low, the money would be well spent.

Another thing that gives distinctiveness to this ad. is the excellent line cut used. Why more shoe men do not use *passably decent* cuts in their efforts to catch the public favor is a real mystery. Possibly lack of acquaintance with engraving processes explains it. In most cases such a line cut would cost the manufacturer about \$4.50, including the cost of the drawing. From this cut any amount of electros can be pulled off at anywhere from 25c to 50c each, the price depending upon

The John Murphy Company Limited

"Queen Quality" Shoes

DISTINCTIVE IN STYLE—
COMFORTABLE IN WEAR

The Spring models of "Queen Quality" Shoes we have just received include the most perfect specimens of modern shoe-making. They have a distinctiveness all their own, and for comfort are unequalled. The specially pliable sole which gives with every movement of the foot makes "Queen Quality" the most restful shoe made. Moderate prices ranging from \$4 to \$6

(Sole Agents in Montreal)



A 5-inch double column Montreal ad., a model of good shoe publicity.

the engraver doing the work and the quantity taken. Many manufacturers will send out these electros free of charge to any retailer interested enough to ask for them. Even if they have to be paid for, a dozen of them representing new and stylish shoes, would be well worth having, and would pay for themselves many times over.

Coming back again to the ad. under discussion, it will be noticed that the style and arrangement of type used in both heading and body matter carries out still further the effect of daintiness in the whole ad. Type can be most effectively employed for this purpose, but in the average town or country careful newspaper typographical display is almost a lost art. Unless the shoe man knows the proper kind of type to use to create the impression he is after, and insists upon compositors following it out as closely as possible, with the resources at their disposal, he will get but an indifferent display at best. And for the same reason given in speaking of the cost of cuts, in all such cases it will pay the shoe man to buy for his own use *only* a special font of type and a distinctive border or two. These would also serve as an identification of his ad., no matter where placed.

Note the unusual position of the firm name, and the date

at the bottom of the ad. Here are two more unusual features—small in themselves, but each adding to that distinctive appearance. The copy is very good, except that possibly too many superlatives are used. It does not look well to be too dogmatic or positive in statements made. But good selling points are introduced and a range of prices is given.

A Special \$3.50 Boot

When Ingrahams intimate a special boot at a special price the public are never disappointed—the boots are always there. Here are three decidedly excellent values:

Sizes—There is no foot we cannot fit.	Patent Chrome Blucher Bal, dull top, McGill last	\$3 50
	Tan Calf Blucher Bal, McGill last	\$3.50
	Velour Calf Dull Top Blucher Bal, McGill last	\$3.50

A. D. INGRAHAM

Agent for the Slater Shoe for Men and Women—318-320 Charlotte Street

A 7-inch 3-column Sydney, C.B., ad. Good display in large space.

A. D. Ingraham's ad. is a very good publicity effort. Large space is used, and the heading, as well as the copy, is very definite. The latter is to the point, and mentions three different lines on sale, giving prices. If the body type had been a little smaller, more selling points could have been introduced, with good results. The heavy black lines above and below copy are better not used, as they give a sort of mourning effect to the ad. as a whole. A good cut could also be introduced into this ad. with benefit and an impressive effect.

When You Think Shoes—Think Campbell's.

Ladies' Gun Metal Calf



**BUTTONED
BOOTS**

\$3.00

A PAIR

OUR SPECIAL
DAINTY OUGNESS BRAND

H. S. CAMPBELL
SHOEMAN

A 5-inch double-column Fredericton, N.B., ad., which a good line cut would improve.

making it appear more compact. This copy would also be better if all but the headline were set in light type. More selling points could then be given, and with better effect. The cut does not look well, as it is a fine half-tone of much too good a quality for rapid newspaper work. A good line cut would show more detail, and look far neater.

H. S. Campbell seldom uses a border in his ads., and he always uses that slogan at the top, "When you think shoes think Campbell's." As the public have become thoroughly used to that line by this time, it would be a mistake to take it out. It serves as an identification mark. But a light border, about 3-point, would greatly improve this ad., by

Ins and Outs of the Shoe Trade During February

Interesting Notes Gathered from a Variety of Sources and Put in Short Shape for the Perusal of Subscribers—
Personal Movements and Other Events That Help to Make Up the Round of Daily Life

J. H. Hill, shoe merchant, of Ottawa, has sold out his business to Charles Emery.

The stock of A. J. Boyer, shoe dealer, of Montreal, has been sold.

Spaner Bros., of Edmonton, dealers in boots and shoes, have gone out of business.

Jos. Garrett has bought out J. M. Barrett's shoe business in Wapella, Sask.

C. Weigand, of Wallaceburg, has started a boot and shoe repairing business.

Sofio and Sgroi, shoe dealers, Montreal, have dissolved partnership.

E. Rizzo, shoe retailer, Ottawa, suffered a small loss by fire last week.

E. E. Code, manager of the Ottawa branch of the Kaufman Rubber Co., spent a few days in Toronto last week on business.

Fred R. Foley, shoe retailer, of Bowmanville, was in Toronto last week, calling upon the trade.

Baker Bros., of Hastings, Ontario, have bought the stock of J. J. English in that town, which was recently damaged by fire.

Harry D. McKellar, of Berlin, was in Toronto last week for several days, with a full line of felt samples.

R. A. Briscoe, of Galt, has purchased the shoe stock of R. T. Aitken, of that town, who recently made an assignment.

L. R. Kent, of the Kent Shoe Co., Truro, N.S., was in Boston for a few days recently.

R. French, of Lucknow, Ont., has disposed of his shoe business to J. J. Reid, who has taken possession.

Hugh White, of Garside and White, Toronto, spent a few days in Ottawa last week on business.

Louis Plante, dealer in boots and shoes, and men's furnishings, Montreal, passed away last week.

David Vine, of the Barrie Tanning Co., Barrie, was in Montreal last week on business.

John Abernethy, of D. D. Hawthorne and Co., Toronto, spent several days in Kingston last week on business.

E. E. Donovan, vice-president of the Cook-Fitzgerald Co., London, was in Toronto this week on business.

Stubbs Bros., formerly of Collingwood, Ont., have opened a retail shoe store at 896 Bloor Street West, Toronto.

C. H. Dimock, of Windsor, N.S., shoemaker, who has been ill, is able to be around again.

In a recent fire in New Glasgow, N.S., the shoe store of D. S. Fraser was destroyed.

A small blaze occurred in the shoe shop of P. Dugal, of Walkerville, which did some damage to the goods in the window.

Duncan McLean, of Victoria, B.C., who was formerly a shoe salesman, died suddenly from heart failure in that city.

S. Miller, 337 Elgin Street, Ottawa, has opened a new shoe shop at 586 Bank Street in that city.

Shore & Paff are now located in their new premises in the Oddfellows' Block, Downie Street, Stratford.

Max Clement, of Max Clement & Sons,

tanners, Quebec, was a visitor to Toronto last week on business.

J. D. McCrimmon, shoe retailer, of Stratford, Ont., was in Toronto this week calling upon the trade.

C. J. Miller, tanner, of Orillia, and Geo. McQuay, of the McQuay Tanning Company, Owen Sound, were in Toronto this week calling on the trade.

C. E. Stevens has established a complete repair shop at 599 Richmond Street, London. Mr. Stevens has had over twenty years' experience in the shoemaking trade.

Starks, Limited, who operate stores in Vancouver and Victoria, have announced their intention of establishing a branch shortly in New Westminster.

The Union Shoe Co., of Toronto, will shortly open up business in the St. Pierre Block, North Bay, recently occupied by the Thomas Company.

George Chambers, head salesman of the Regal Shoe Store, Toronto, who has been spending a few weeks in the Porcupine district, has returned.

P. J. Sarginson, who intends locating in Western Canada, has sold his boot and shoe business in Campbellford, Ont., to B. I. Gibson, of Hastings, who has taken possession.

Henry Proctor's shoe repairing shop at the corner of Bathurst and Nassau Streets, Toronto, was partially destroyed by fire recently. The flames did about \$400 damage.

T. W. Beamish, of Hamilton, has leased the Brooke Block in Georgetown, Ont., and opened up an attractive shoe store. He handles trunks, suit cases and various other lines in leather.

George Hodgkinson, 759 Queen Street East, Toronto, recently installed a complete Goodyear repair outfit and stitcher. His sign now reads the "Rapid Shoe Repair Co."

William Kew, late foreman for the T. Sisman Shoe Company, of Aurora, and Henry Brown, late foreman of the turn department of the Nursery Shoe Co., St. Thomas, have resigned.

B. Axler, formerly of Bracebridge, Ont., has branched out in the shoe business at 1206 Bloor Street West, Toronto. His brother, Mier Axler, has opened a boot shop at 258 Royce Avenue, Toronto.

Fire broke out a few days ago in the Carlton Shoe Repair Company, 237 Carlton Street, Toronto, and before the flames were extinguished, about \$500 damage was done. The loss is covered by insurance.

H. McCausland, shoemaker, of Macleod, Alta., has moved into a new stand. Mr. McCausland writes that he started off the new year with only one resolution, which he is keeping, and that is "to turn out all work when promised."

Charles T. Cahill, advertising manager of the United Shoe Machinery Co., was doing militia duty at Lawrence during the strike among mill operatives. Mr. Cahill has seen considerable service and is considered very efficient in military matters.

G. Knechtel, of the Williams Shoe Co., Limited, Brampton, Ont., is making a special trip with the Williams Shoes through northern Saskatchewan and Alberta, for

W. G. Downing & Co., Brandon, Western distributors.

Fred Kibler, of Listowel, who bought out the shoe business of A. Weseloh & Co., Berlin, took possession Feb. 1st. Weseloh & Co. will devote their whole time to the dry goods and clothing business which they opened up nearly three years ago.

The stock of M. R. S. Stewart, the well-known St. James Street, Montreal, shoe retailer, was somewhat damaged on Feb. 13th in a fire which originated in the cellar of the building in which his store is situated.

L. W. Johnston, who was in the shoe business in Galt until three years ago, has opened out again in that town. The old G.N.W. Telegraph office has been remodeled. The interior of the store is attractive.

The stock of Trudeau and Frere, shoe dealers, 220 Centre Street, Montreal, who recently made an assignment, has been sold. The assets consisted of: Stock, \$1,437; fixtures and furniture, \$485, and book debts, \$151.

Grey Hodges, who has conducted a successful shoe trade on King Street, Chatham, has decided to dispose of his business. He will locate in the West, where he has important interests. Mr. Hodges, who is conducting a clearing sale, expects to leave Chatham about April 1st next.

Hon. George A. Cox, whose half century of active connection with the Canada Life Insurance Co. was recently signalized in Toronto by a dinner and presentation to the veteran capitalist, began his wonderful career by cobbling shoes in a little shoemaking shop in the village of Colborne, Ont., where he was born. He soon after drifted into telegraphy and life insurance.

David Mendelsohn has opened a new shoe store at 423 St. Lawrence Street, Montreal. He was formerly with the Slater Shoe Company, and later with the Regina Shoe Company, Montreal, covering Western Ontario. He has a thorough knowledge of the footwear business. He intends opening up on St. Catherine St. in the near future, and will carry a representative and select stock.

A. C. Gardner, who for the past fifteen years has owned and operated the Twentieth Century Shoe Repair Shop at 496 Main Street, Winnipeg, recently disposed of the enterprise to Peter Johnson. Mr. Gardner is now devoting himself exclusively to his retail shoe business at 761 Notre Dame Avenue, where he owns a building, and expects to work up a fine trade in that district of the prairie capital.

In a very practical manner comes the information from Vancouver, B.C., that Robert Rogers, of the Philip Jacobi Co., Toronto, is enjoying good business and health, says an exchange. "Bob," as he has been known to the traveling fraternity for many years, is perhaps the oldest drummer in point of service with the same firm on the road to-day. Many of the youngsters now out have him to thank for wise counsel given to a timid starter.

Canada's original Louie, the Shoeman, Montreal, was in Boston last week, says the Shoe Retailer. The Canadian Louie is

Louis Edelstein, a well-known retail merchant of our Canadian city, who has been in Boston on business. He says that the weather is great up in Canada at the present time, and that business prospects are steadily improving. Mr. Edelstein handles the Burt & Packard, and Walker & Whitman shoes for his American lines, and does not carry women's footwear at all.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, of Waterfoot, England, leaves this week on a business trip to Winnipeg and other points West. He will, after visiting certain important centres, take a trip to the Old Country, where he goes on an interesting mission. Since the Canadian headquarters were opened in Toronto the sale of the famous Trickett's slippers has greatly increased in all parts of the Dominion.

McGoughan's boot store, situated on St. Lawrence Boulevard, Montreal, was the scene of a hot fire recently, and although fireman managed to keep the blaze from spreading, the store where the fire originated and two stories above were completely gutted. The loss is placed in the neighborhood of \$20,000. Mrs. Sperber, who lived upstairs, had a narrow escape, being overcome by smoke. She was rescued by firemen.

Fred Renworth, for many years a traveling salesman for the Ames-Holden Shoe Company, has arrived in Prince Rupert, B.C., to establish permanent headquarters for his company. Owing to the large business expected from Rupert, Skeena River and Buckley Valley points during the year, and in order to be in close touch with the trade, the Ames-Holden Company are following the lead of other big wholesalers by making Rupert the headquarters of operations for northern British Columbia.

During the first two weeks of February trade with many of the shoe dealers in the country and even in the cities, was rather quiet, as the weather was too cold for visitors from the rural sections to come in, and citizens did not venture out any more than they were compelled to do. With milder days business is resuming its normal condition. Wholesalers report that sorting orders have been a little quiet for the past fortnight. They are busy, however, shipping out spring goods. Many retailers have all their available reserve space taken up with spring lines, and are ready for the season. Shoe factories are busy on fall and winter samples, and will have them ready in a few days. Travelers will be out on the road with fall lines before the end of March and some of them are preparing to start at the beginning of the month.

Mr. Landon from London

H. E. Landon hails from the city of London. He is a young man, but has had many years' experience in the shoe business, nearly twenty-two in all, and yet to look at his countenance, you would say that he is not much older than twenty-two. His first job on leaving school was with the London Shoe Company, and he has stayed with them ever since. In 1894 he was taken out of the warehouse and placed on the road. He has represented the firm continuously for eighteen years



throughout Western Ontario. He resides in London, and is a live exponent, first, last and always, being one of the top-notch salesmen of the company. He is thoroughly familiar with the shoe business, and makes friends of all retailers upon whom he calls. There are few better liked or more respected members in the traveling ranks to-day than Mr. Landon.

The Wearing of Shoes

Do not wear a pair of shoes continuously. From the point of view of economy it pays to have two pairs of shoes and to wear them alternately. Continuous wear of a shoe takes the life out of the leather. The heat of the foot also causes perspiration, which, if it does not have time to dry, rots the lining. When the lining is gone the perspiration comes in contact with the leather, and begins to affect this in the same way it did the lining.

Plumage on Her Shoes

The lady of fashion will shun plumage on her hat this year, but will be allowed to display a radiance of feathers on her shoes, according to advices from Paris. The very latest note of elegance in footwear is declared to be shoes covered with bird's plumage of the most elegant hues, gummed on to the leather. Buckles will be concealed by little pivots of aigrettes or feathers. The price of the new shoes will, of course, be enormous.

Mr. Thurston was Cautious

Another bogus cheque episode has come to light in Guelph, in which W. J. Thurston, shoe dealer, is again concerned. This time, however, he is not the victim, but the Bank of Commerce. About two weeks ago a young man, giving his name as Clark, a stranger in the city, walked into Mr. Thurston's store and selected a pair of boots, in payment for which he tendered a cheque for \$20, drawn on the Port Arthur branch of the bank. Warned by his recent experience, Mr. Thurston refused to accept it, and told the young man to go to the bank with it. As it was after 3 o'clock, and the bank was presumably closed for business, Mr. Thurston telephoned up, and when Clark made his appearance, he was admitted, and the cheque cashed readily, as Clark said he worked in a Port Arthur bank. The cheque was sent to the Port Arthur branch, and has been returned here stamped "No funds."

Too Much Hockey Talk

A well known traveler remarked recently: "I have occasion to call on many retailers each week, and now that the hockey season is on, I notice many things than might otherwise escape my attention. There appears to be a general lack of business atmosphere in many of the small towns and villages, and even in the cities. 'Business is business,' and, to my mind, should be done in a dignified, courteous manner at all times. Clerks who are forever discussing the chances of the success of the hockey team in their town, the main features of the last game, the prospects of winning the district championship, etc., especially when customers are in the store, should be read a severe lecture or else released and allowed to devote their time and attention exclusively to the great winter game. Only the other day a friend told me he entered a certain shop in a Western Ontario burgh, which seems to be hockey mad, and heard three or four salesmen jangling over the respective merits of two local players. He had to stand around fully five

minutes before anyone offered to serve him, and it was only as he turned to leave that a young man rushed up and plausibly excused the inattention, remarking that he had not noticed his entrance. Such experiences are altogether too common."

Progressive Vancouver Shoeman



A former Toronto man who has "made good" in the West, is W. H. Leckie, son of John Leckie, a widely-known resident of the Queen City. In the year 1896 W. H. Leckie went out to the Pacific Coast and located in Vancouver, joining his brother in the management of the branch of the J. Leckie Co. At that time only nets, twines and general fishing supplies were handled. The trade was confined to a few months in the year, and it was decided to broaden out. The company went into the handling of shoes, and took the agency for the J. D. King Co., of Toronto. A few years later they embarked in the shoe manufacturing business themselves. Fine progress has been made, and their factory in Vancouver now turns out over three hundred pairs daily. The company also represent several Eastern Canada shoe houses on the Coast, and their sales reach nearly a million dollars every year. W. H. Leckie is one of the owners and managers of the house. Besides his identification with the firm which he has done so much to bring to the front, he is vice-president of the British Columbia Refining Co., a director of the Burrard Land Improvement Co., and interested in many other ventures. He is an ardent devotee of boating and golf, and an enthusiastic believer in the great future of his adopted province.

An Enterprising Westerner

W. A. Moyer, of Winnipeg, returned recently from a trip to the trade centres in the east. Mr. Moyer visited Chicago, New York, Boston, Montreal, Toronto and other principal trade points. Mr. Moyer feels confident that the Moyer Shoe Store will show the most comprehensive line of fine footwear for men, women and children to be found anywhere in Winnipeg or the West this spring. The Moyer Shoe Store will be enlarged, the contract has been let, and the work has commenced. Mr. Moyer was fortunate in securing the lease on the store adjoining his present one, and the two stores will be ready in a very short time. When these alterations are completed the Moyer Shoe Store will be one of the largest in Western Canada.

Capable Clerks in the Shoe Store

A manager of the shoe department of a Western Canada departmental store writes the SHOE AND LEATHER JOURNAL: "Where are the future clerks to come from—the good ones, I mean? To-day we can get all sorts of second and third rate men, but first class ones with real ability and of good character are like hen's teeth—very scarce. This brings me to the question, Whose fault is it? Should not the junior or understudies receive more attention and better training at the hands of the bosses? Not enough interest is taken in them, and very often a bright, intelligent lad is allowed to go because he has asked for a dollar or two more wages, or because he is kept hustling parcels, and sweeping out the

premises for months and months, before being allowed to take a position on the floor. He grows tired of waiting for promotion, and leaves at the first opportunity that presents itself. If a boy or youth is of the right sort give him a chance and speak a word of encouragement to him now and again. The training of competent and satisfactory shoe store help is a problem to which I would like to see more attention directed."

Thirty Years in the Business

It was away back in March, 1882, that Chas. H. Firth began his connection with the shoe trade. His first position was an invoice clerk with C. S. Hyman & Co., of London, who were then in the boot and shoe business. He spent three years pouring over invoices, and was transferred to the shipping department, where he was for two years; then he went on the road for a year. About 1888 the business changed hands, and Mr. Firth linked up with the firm of Sterling Bros of London. He has been with them continuously ever since. He travels between London, Sarnia and Windsor. As a reward of faithful service, seven years ago he was admitted as a partner of the house, but is still on the road staff. He likes traveling, and no wonder, for he has a wide connection, and as a salesman has few superiors.



Veteran Shoeman Passes Away

One of the original pioneers of York County passed away on February 10th in the person of David Stewart. He died at his daughter's residence, in Owen Sound. The late Mr. Stewart was in the shoe business for the remarkably long period of over sixty years, and had attained the ripe age of 97 years. He had resided in Owen Sound three years, coming from Woodbridge, where he was in the shoe trade for forty-one years. He was born in County Monaghan, Ireland, and when very young came to Canada. Locating in Toronto, he learned shoe making, and was afterwards in business in St. Andrews and Weston, where he was a large employer of labor. Mr. Stewart's remains were interred in Pine Ridge Cemetery in the family plot, beside those of his wife, who predeceased him twelve years. The funeral service, which was largely attended, was conducted in Woodbridge Methodist Church. Eight sons and six daughters survive.

Higher Prices For Coarse Shoes

R. D. Taylor of the Robt. Taylor Co., Halifax, says that the only ripple in the trade among shoe men since the first of the year was caused by the enforcement of the advance in prices of heavy and coarse lines of shoes. New prices are five per cent. more than the old ones in this special class of shoe, and the change is due to the recent advances in heavy leather. Mr. Taylor says that while the trade may demur about accepting the new conditions, they must come to it as there is nothing else the manufacturer can do. The advance in heavy leather is about ten per cent., so in proportion the advance in coarse shoes does not seem too much. Finest lines in which kid are used have not been affected by recent advances.

A Progressive St. Thomas Man

A recent industrial edition of the St. Thomas Journal contains an excellent cut of the front of Charles E. Raven's shoe

store, together with the following appreciative reference: "In St. Thomas there are business men who are eminently successful through possessing the best trade, and among these is Mr. Chas. E. Raven, boot and shoe merchant, who is located at 655 Talbot Street. We feel confident in saying that there is not to be found a better stocked shoe store in Western Ontario than that under the management of Mr. Raven. He is thoroughly up-to-the-minute in all his dealings and his modern, splendidly stocked store is testimony of the high class nature of his trade. A leading feature of the business is his large and constantly increasing trade in trunks, bags and suit cases."

Montreal Shoemen Elect Officers

On February 1st the annual election of officers of the Montreal Branch, Boot and Shoe Merchants' Section of the Retail Merchants' Association of Canada, Inc., took place at headquarters, 80 St. Denis Street. Owing to it being the night before the municipal elections, the attendance was rather slim, though decidedly enthusiastic over the prospects for an excellent year.

When the election came up, J. G. Watson was appointed chairman pro tem, which office he filled with his usual pleasantries. J. A. Beaudry, provincial secretary of the Quebec section, acted as secretary pro tem, and the Montreal editor of the SHOE AND LEATHER JOURNAL as scrutineer.

The following officers were elected: President, J. E. Deslauriers; first vice-president, D. Demers; second vice-president, Mr. Boulerice; treasurer, Mr. Marrier; secretary, J. A. Alain; auditor, J. G. Watson. These officers were then installed into office and exhorted by Mr. Watson to double their membership during the year. The present membership is 125. There are about 322 shoe stores in Montreal, hence the figure aimed at, viz., 250, should be capable of accomplishment with concerted effort.

Before the meeting adjourned the retiring president, Thomas Dussault, and his fellow officers, were cordially thanked for their unstinted efforts on behalf of the branch during the past year. The incoming executive was also empowered to investigate the question of an excursion next summer.

The New Half-High

One of the new showings in fall styles by a number of Canadian firms is the new Half-High or Semi-High, as it is called.



It is a medium between a pump and oxford and a high-cut boot of sixteen or eighteen buttons. It has seven or eight buttons, or if of lace stock, possesses about the same number of eyelets. It comes just above the ankle, and carries a moderately high heel and arch. With a medium short skirt it has the effect of a full button

lace shoe, and at the same time allows the wearer the ankle liberty of an oxford. A firm in Boston claims the distinction of having originated the pattern. The Semi-High may become popular among women wearers of distinctive footwear who welcome a decided novelty.

DOWN IN BUSY QUEBEC

What Is Going On in the Shoe Line in the Ancient Capital—Recent Activities Among Manufacturers

J. H. Hamilton, of J. B. Blouin, Limited, Quebec, was in Montreal last week.

Art. Rochette, Les. Saules, will shortly start manufacturing heels of all kinds.

M. H. Bonner, of the Bonner Leather Co., Montreal, was in town this week on a business trip.

O. Goulet, shoe manufacturer, was in nomination for seat No. 2 in Jacques Cartier Ward.

M. L. Routier, shoe manufacturer, was also nominated for seat No. 2 in St. Valier Ward.

Lucien Borne, Quebec, was away for a few days' rest at his camp in the Lake St. John district in February.

The shoe retailers report business rather quiet during the past few weeks owing to the very cold weather.

M. Alf. Marois, J. A. Scott, Elie Jobin, Art. Richard, W. Richard, F. Blouin, Geo. Bilodeau and P. Ouellet recently returned from an enjoyable hunting trip.

Marier & Trudel have changed their lasts, style and finishing of their shoes. Orders are coming in every day, and present capacity is taxed to the limit.

Alf. Rainville, of Levis, manufacturer of moccasins, will build an extension two stories high. It will be 50 feet long. He has put in four new machines.

A. E. Cloutier, of Montreal, will during the coming season be the representative of the Quaker Shoe Company, of Levis, for the province of Quebec.

J. B. Blouin, Limited, of Levis, will have several new samples to show the jobbing trade. The company have put in a new perforating machine. Their office space is also being extended.

Quebec firms are very busy at present. Among others, Duchaine & Perkins and L. Gauthier are working night shifts in the cutting room to catch up with their orders.

L. Emond, foreman of the William A. Marsh Company stock room, was elected by acclamation for a second term as alderman for the second seat in St. Sauveur Ward.

Tourigny & Marois are turning out two hundred cases a week, and have orders enough for three hundred cases. Rumor states that this firm will soon build to increase their capacity.

Among the visitors in the city last week were J. A. Walker, of Toronto; L. S. Odell, of Fisk, Limited, Toronto; L. H. Dupre, of the Independent Box Toe Company, Montreal, and H. C. Parker, of the Dominion Supply Co., Montreal.

Quebec manufacturers tendered Luc Routier, for many years president of the association, a complimentary dinner this week, the twenty-fifth anniversary of his marriage. "Luc" is a good fellow, and very highly thought of by his fellow workers in Quebec.

THE U.S.M. INVESTIGATION CLOSES

Several Shoe Manufacturers Heard at the Concluding Sitzings of the Commission—Verdict will be Rendered Soon

The investigation which has been proceeding for some weeks into the United Shoe Machinery Company case, has been concluded by the Judicial Commission. The board will take the evidence into consideration and it is expected that a decision will be handed out at an early date regarding the "alleged combine."

The Judicial Commission has been presided over by Mr. Justice Laurendeau. W. J. White, K.C., looked after the interests of the U. S. M. Co., and J. C. Walsh for the manufacturers and consumers.

The commission, which was appointed by the Federal Government, at the request of several shoe manufacturers in Quebec, held numerous sittings in Montreal, Quebec, and Levis.

Mr. Knowlton in the Box

At the final session in Montreal F. W. Knowlton, Canadian manager of the U. S. M. Co., spent two hours on the witness stand.

On his first appearance before the board, Mr. Knowlton had been requested to produce a list of all the patents now held by the company. The number of patents was shown to be 35. Mr. Knowlton was asked by Mr. Falconer to describe how and where each of the patents was used in the machinery supplied by the company. The witness did not have time to go very deeply into the technical explanations which were required in the matter, as objection was made by Mr. Brown. Mr. Falconer claimed that he wanted to show that the company had patents without manufacturing any of the apparatus covered by such patents, and that these patents were held only to prevent the manufacture of more modern machinery.

Commissioner White remarked that if such was the case, it was rather for the consideration of the Exchequer, as the board was not appointed to look after the observance of the patent law. The Exchequer Court or the Department of Agriculture only had authority to intervene. On the other hand, it was maintained by Judge Laurendeau, that the fact of detaining patents in order to prevent the manufacture of newer and more modern machinery in this special case was a problem now before the board.

Mr. Falconer stated that if he could not have the information wanted of Mr. Knowlton, the board would have to appoint an expert, who, with the list, would inspect the machines and report on the use and the abuse of patents.

The Hearing in Quebec

At the conclusion of the sessions in Quebec, Judge Laurendeau and Messrs. White and Walsh were on the Bench, while Hon. T. Chase Casgrain appeared for the United Shoe Machinery Company. Messrs. Falconer and Beaubien were in attendance for the complainants.

A large number of witnesses were heard during the day and while all acknowledged that the United Shoe Machinery Company's machines gave satisfaction yet there was an objection to the "tying" clauses and lease system.

J. A. Duchaine stated that with these two clauses eliminated the machinery would be satisfactory, though he thought that the

price of wire charged was too high. A. E. Marois, of the firm of Tourigny and Marois, thought that it would be more satisfactory if the "tying" clauses were abolished.

H. V. Gale stated that he did not consider the royalty too high, and he did not think that the price of production had been increased.

John Ritchie, who was then recalled, stated that he had nothing to add to his former evidence.

William A. Marsh, of the Marsh Company, Limited, gave evidence. In the course of his evidence he stated that he thought that the United Shoe Machinery Company could still be in business and doing well even if they cut out the objectionable clauses in their contracts. He thought the bigger companies paralyzed the little ones because of their capital. He agreed that there were numerous calls for repairs to machines, and that these parts could not be got from any one but the company. Before the United Shoe Machinery Company took charge there was no staff of experts to direct repairs to the machines. He had never been forced to take any machine he did not want, nor was he refused any machine he wanted.

Against Tying Clauses

Mr. Trudel, the next witness, declared himself against the tying clause and the lease system. He had been forced to take out a Canadian machine, which he had paid for, but he turned it over to the United

Shoe Machinery Company and was allowed certain privileges.

Mr. Duchaine, recalled, said that the Boot and Shoe Manufacturers' Association was composed of some 19 or 21 members. At the meeting at which the debated resolution had been passed there were ten members present, and the motion had been passed unanimously.

Mr. Gale, recalled, brought up the list of machines used in his factory. He preferred the lease system at the time. On general principles he believed in buying machines outright, but under the circumstances that the firm had been compelled to increase its factory and equipment a number of times he preferred leasing.

Had Used Canadian Machinery

J. E. Sampson, of the Rock Shoe Manufacturing Company, said he had two Canadian machines when he started. There was a bit of argument over the suits taken in regard to infringement of patents, during which Mr. Casgrain asked: "What was the trust?" the remark having been used during the debate. He was satisfied with the Caron machines and thought that they were more economical.

O. Goulet stated that he used the United Shoe Company's machinery exclusively. He was satisfied with things. Cross-examined by Mr. Beaubien, he said he had used the Caron machines for two years, whereupon he was asked if he had not received a bonus of \$1,550 for five years when he abandoned them.

With the Shoe Makers and Tanners

What Is Happening in the Trade—Factories Which Will Make Some Extensions—Changes in the Position of Foremen—New Tannery will be Erected in Aurora—A Survey of the Active Manufacturing Field

C. A. Marlatt, of Marlatt & Armstrong Co., Oakville, Ont., was in Boston and Salem last week on business.

J. E. Pare, of Dufresne & Locke, Maisonneuve, Quebec, was in Toronto last week calling upon the trade.

Peter A. Doig, of Kirvan-Doig, Limited, Montreal, was in Toronto last week on business.

H. E. Burnham, late of Buffalo, has been appointed foreman in the factory of the T. Sisman Shoe Co., of Aurora, and has entered upon his duties.

Charles Cruickshanks, an employe of Hyman's tannery, London, while at work was caught in the shafting and severely injured before he was released. He was taken to St. Joseph's Hospital in that city.

B. L. Kennedy, late of the Berlin Shoe Manufacturing Co., has taken charge of the pattern designing, cutting and stitching room in the Kimmel Felt factory in Berlin.

At the annual meeting of the New Hamburg Felt Boot Company, New Hamburg, it was decided to add another large addition to their three-storey brick structure.

George Fortier, of the Scout Shoe Co., Montreal, has been in Boston this week. Mr. Fortier's factory is doing a very successful business, and is equipped almost entirely with machines made in England and Germany.

W. E. Wilson, who has been appointed superintendent of the Nursery Shoe factory, St. Thomas, has instituted a number of changes, and carried out many improvements. The factory will shortly add some

new machines, and is considering the erection of another storey in the spring.

It is understood that Toronto men are seeking to secure control of the Logan Tanning Company, Pictou, N.S. S. Morley Wickett, of Wickett & Craig, Toronto, was in Pictou recently, and it is learned, says the Pictou Advocate, that he is one of the number anxious to obtain control of the Logan Tanning Company.

The Berlin Trunk and Bag Co., Limited, has been incorporated with a share capital of \$100,000, to manufacture, sell and deal in all kinds of trunks, suit cases, hand bags, purses and leather goods. The incorporators are I. Holman, J. Stoner, H. D. Huber, A. L. Breithaupt and A. W. Augustine, all of Berlin.

C. S. Sutherland, manager of the Amherst Boot and Shoe Co., Amherst, N.S., left recently for Regina, where the company is establishing a subsidiary company, to be known as the Amherst Central Shoe Co., Limited, to distribute their goods in the West. The company's business has increased over \$200,000 in the West during the past five years.

W. J. Baggs, of the Anglo-Canadian Leather Co., Toronto, and S. G. Amero, of the United Shoe Machinery Co., Toronto, have been elected members of the Berlin Club, of Berlin, and the Commercial Travelers' Club, of London. The Berlin Club is erecting a fine building. Among its leading supporters are the leather and felt shoe manufacturers and tanners of Berlin.

Andrew Newton, the founder of the Newton Tanning Company at Elgin Mills,

Ont., died recently in his 75th year. Of late years Mr. Newton had lived retired. He leaves a wife and son. In politics Mr. Newton was a Liberal, and in religion a Presbyterian. His remains were interred in Mount Pleasant Cemetery, Toronto.

Wholesale Shoe Findings Association which was formed some time ago in Toronto to correct certain grievances and to bring about a better understanding among the members of the trade, is making good progress. President W. G. Parsons reports that a general meeting will be held at an early date.

The annual ball and social reunion of the employes of the Minister, Myles Shoe Co., Toronto, was held in the Forum Hall, on February 9th, and was a decided success. About seventy-five couples were present. All the members of the firm were on hand, and among the invited guests were Alfred Haire, S. G. Amero, W. Allan and E. D. Pretty, of the United Shoe Machinery Co., Toronto. The event was most enjoyable and splendidly managed throughout.

The stamp of the Boot and Shoe Workers' Union is growing in marked popularity among Canadian shoe factories. There are several prominent Canadian and American manufacturers now considering the introduction of the stamp into their factories. Recent American firms taking on the stamp include: D. A. Donovan's Sons, Lynn, who have established a new factory for making misses' and children's Good-year welts exclusively, and the Beals & Torrey Shoe Co., of Watertown, Wisconsin.

A despatch from Fredericton, N.B., says: John D. Palmer, of the Hartt Boot and Shoe Company, was on a trip to Ottawa, Montreal and other Upper Canadian cities. The shoe factory is enjoying the most prosperous season in its history, the output, number of employes and pay-roll being the largest ever known. Two carload lots of Hartt shoes have been shipped to the Canadian West during the present run, another car is now loading, and there will probably be several more carload shipments to the West before the end of the run.

C. Knoll, of the Humberstone Shoe Co., Humberstone, Ont., was in Toronto last week on business. The factory is very busy, and is turning out three hundred pairs of sandals every day. Additional machinery, including a Fortuna skiving machine, was recently installed, and the company, which is composed of C. and P. G. Knoll and C. A. Neff, intend making extensions in the spring. It has not yet been decided whether an addition will be erected or an entirely new building put up. The Humberstone Shoe Co. has outgrown its present quarters.

H. D. McKellar, sales manager of the Consolidated Felt Co., which embraces the Berlin Felt Boot Co., the Elmira Felt Boot Co., and the Kimmel Felt Boot Co., Berlin, says the Railway News, is in Winnipeg and the West, calling upon the wholesale shoe trade. Harry will still be remembered by many of the boys, who will be glad to know he is just the same Harry, notwithstanding his strenuous duties, as besides the above position he is president and manager of the McKellar Shoe Co., Berlin, makers of solid leather staples, president of the Berlin Bedding Co., and vice-president of the Berlin Asbestos Co., Robertson, Que.

A Lindsay paper says: "It is understood there is some talk of the R. M. Beal Leather Co. turning their larrigan factory into a harness factory. The market for

larrigans is perceptibly decreasing year after year—rubbers and felt goods taking their place as the lumbermen recedes to the farther North, whereas ready made harness always has a market. If the change is made, it will mean a much larger staff of workers, and although the average wage will not be so high, it will be much easier to get the class of men necessary. A first class harness factory would employ anywhere from 200 to 500 men, and as the Beal Co. make a specialty of tanning harness leather, there is no reason why a harness factory should not be a success from the start."

A new tannery is likely to be located in Aurora, Ontario. The ratepayers will vote on a by-law on March 4th granting a bonus of \$10,000 to the Collis Leather Company. The company agree that before any portion of the bonus is paid to the company they will erect a building costing not less than \$25,000, fully equipped, and have \$75,000 bona fide stock subscribed. They also agree to execute an agreement to the effect that they will employ and have on the roll from fifty to one hundred employes within six months after the buildings have been completed and equipped, and the following year from seventy-five to one hundred employes. The company fully expect to employ more than that number before that time, but do not care to bind themselves. The officers of the company are: T. Herbert Lennox, K.C., M.P. P., president; Walter Collis, vice-president and managing director; and W. C. Fisher, Toronto, secretary-treasurer.

Speaking of a recent visit to the factory of the Standard Manufacturing Co., of Sackville, N.B., the Maritime Merchant, says: "James Smith is at the head of the company. He is the second of his name to be at the head of a Sackville shoe factory. His father started the business in 1865. He was a tanner, and in those days there were few, if any, factory-made shoes in the Maritime Provinces, particularly in the country places. When the head of a family wanted long-legged boots for his boys, or laced boots for his girls, he purchased a side of leather and the necessary quantities of sole leather, liked the family along to the shoemaker, who took their measure, and in the course of time produced the finished article. They were not as stylish as the lines one sees displayed in the shop windows now-a-days, but they were serviceable, and as everybody wore the same kind, nobody could find fault with any other body's appearance. It was in those days that the senior Mr. Smith saw the opportunity of co-operation between the tanner and the shoemaker, and so, with a view to obtaining a market for his leather, as well as the hope of a manufacturing profit on his shoes, he engaged half a dozen shoemakers and located them in a nearby place. Out of this small beginning the business has grown, and to-day it is sufficiently important to need the services of four travelers. The lines sold by the Standard Manufacturing Co. are boots and shoes, tanned moccasins, larrigans, shoe packs, lace leather and harness."

Montreal Notes

J. A. Adams, of Rideau Shoe Co., was in Boston recently on a business trip.

J. I. Chouinard, of Regina Shoe Co., spent a few days recently on a hunting trip.

C. H. Firminger, advertising manager for the Slater Shoe Co., intends deserting the shoe trade for the mail order business. Success to him.

Edmond Mallette is now head of the

firm Mallette & Co., successors to Mallette & Roy, leather merchants, which firm recently dissolved by mutual consent. The new company is carrying the same lines as heretofore, viz.: side, kid and sole leathers, and is doing business as usual at the old stand.

Montreal factories are as busy as usual, with the added burden of new fall styles, which are now being seriously proceeded with by many firms. A few samples have been made, but not enough to get much idea of whether many changes will be noticeable or not. Some firms have not yet begun work on styles or samples, as they claim that it is a tactical error to send travelers out too early. Others will send their men out in good time, on the principle of the early bird catching the worm.



This man is well known among Montreal shoe retailers, and manufacturers as well. Twenty-one years ago L. J. C. Gagnon entered Henry Morgan and Co.'s shoe department as salesman under Manager W. H.

Stewart, who was then, as now, noted for his ability to make good shoe salesmen out of inexperienced material, while doing it tactfully and kindly withal. For five years Mr. Gagnon sold shoes—and gained experience in the process—as a result of which he was promoted to be manager and buyer, which position he acceptably filled for seven years. He then transferred his allegiance to Geo. G. Gales, acting in the same capacity in the latter's St. Antoine Street store, which was such a landmark in former days in Montreal shoedom. For eight years he remained with Mr. Gales, and some time after the latter moved into his present handsome St. Catherine Street store, Mr. Gagnon took the position of manager of Fogarty's shoe store, another well known landmark. Of late, however, the call of the road has been getting stronger every month, and as a result, he has entered the employ of Kirvan-Doig, Limited, whom he will represent in the Province of Quebec, outside of Montreal. Such a combination as Mr. Gagnon's experience and personality, coupled with "Good Sense" shoes, is sure to be a winning one, and his many friends bespeak success for him in his new venture.

EXPERIENCED SHOE SALESMAN—29 years of age, desires position (traveling or retail) in or near Toronto. Has AI references as to character and ability. Address Box 28, SHOE AND LEATHER JOURNAL, 59-61 John Street, Toronto, Ont.

SHOE SALESMAN—English speaking, for Province of Ontario. Fair knowledge of leather, 12 years experience as salesman, open for engagement March 1st. Box 26, SHOE AND LEATHER JOURNAL, Toronto, Ont.

SALESMAN, now covering Ontario and Quebec with shoe findings, desires a good side line. English speaking. References furnished. Headquarters, Montreal. Box 27, SHOE AND LEATHER JOURNAL, Toronto, Ont.

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EAGLE, (Mellow) Union Oak Tannage, close grain, suitable for both sewed and pegged work. A popular line, *WILL CHANNEL*.

LISTOWEL, non-acid, continues in favor.

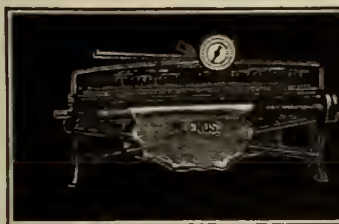
Our CUT SOLES and COUNTER department is busier than ever. We solicit your trade.

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"MOENUS" MEASURING MACHINE

is the WORLD'S STANDARD Machine

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In the Hall of Fame



It is hardly too much to say that practically every retail shoe man west of Port Arthur knows him for a jolly good fellow. Perhaps the phrase so often used in such cases, though trite, would best express the general feeling towards him, "a mighty decent head." He broke into the shoe business in 1890 with Ames-Holden, with whom he remained until 1892; then the next three years were spent with J. and T. Stevens. He joined the ranks of the retailers from 1895 to 1900, but could not shake off the lure of the road, identifying himself with the staff of the Walker-Parker Co., Toronto, from 1901 to 1908, at which time he became connected with the Kingsbury Footwear Co., Montreal, with whom he is at present. He has the reputation of covering ground like a small cyclone—and he cleans everything up behind him in just about the same way. There is little in the business line overlooked. And he's a sport—in the best sense of the word. He can play a mighty good game of billiards, he's some "punkins" at golf, lawn bowling and curling, and he has been known to put up a creditable game at hockey and baseball. But as long as there are any orders lying around loose, he's too busy for these gentle relaxations. Lastly, he can "toot" the cornet. Doubtless you have him placed by this time—if you haven't, well, he's W. E. Short.

Additional News Jottings

F. Ludwig, shoe retailer, Montreal, is offering to compromise.

Victor Coulombe, shoe merchant, of Quebec, has made an assignment.

The shoe store of S. Walker, of Hamilton, was somewhat damaged by fire last week.

David S. Fraser, dealer in boots and shoes, New Glasgow, was burned out recently.

Fred Tite has opened a new repair shop in Swift Current, Sask., which is known as the Waukerz Repair Shop.

E. Rizzo's shoe shop, at 64 Metcalfe Street, Ottawa, was damaged to the extent of \$500 by fire.

The shoe store of L. E. Chamberlain, of Sherbrooke, Que., was badly damaged by fire last week. The upper portion of the block was gutted.

W. G. Berscht, of the traveling staff of McLaren & Dallas, Toronto, is laid up at his home in Guelph with an attack of typhoid fever.

Charles Emery, who bought the shoe business of J. H. Hill, Bank Street, Ottawa, is putting things into shape, and is now ready for business.

W. E. Murray, harness and leather goods manufacturer, Hamilton, has opened a factory and sales room at 123 West King Street, in that city.

C. R. Yost, of Milverton, Ont., died on February 7. He learned the trade of a shoemaker early in life and followed it for a number of years. He leaves a wife and four children.

The Amherst Boot & Shoe Co., of Amherst, N.S., did about \$870,000 business last year. The Amherst Central Shoe Co., of Regina, which will act as a distributing concern for Western Canada, has been formed.

Shoe Manufacturer's Defalcations

A. W. Shaw, founder, president and general manager of the A. W. Shaw Corporation, of Freeport and Boston, shoe manufacturers, has absconded, says a despatch from Portland, Maine, and is a self-confessed defaulter of a large sum from his company, according to an announcement made by receivers, who were appointed today. In a letter sent from Boston to J. Amick, of Freeport, his partner for twenty-two years, and the heaviest stockholder, Shaw wrote that he intended to commit suicide in mid-ocean. Shaw's letter to his partner was dated New York, Feb. 1, but was mailed in Boston, Feb. 6. Shaw wrote that a year a half ago he made \$300,000 in the stock market and lost all in an attempt to make more.

FOR SALE

We are discontinuing manufacturing Boys' Shoes, and offer our outfit of three Boys' up-to-date Goodyear Welt Lasts, Patterns, etc., at a reasonable figure.

If interested correspond with
GEO. A. SLATER, Limited, MONTREAL, QUE.

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Specialists to Tanners
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BOOTS AND SHOES THAT STAND ROUGH WEAR

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Men's, Boys', Youths' and
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(Black and Colors)

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(Glazed and Dull)

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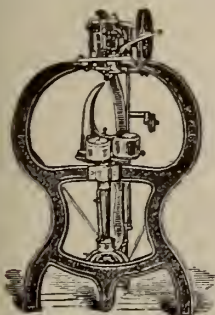
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All Work Warranted.

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OLDEST SHOE MACHINERY FIRM
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Dealers and manufacturers in
Non Royalty Shoe Machinery.

Duplicate parts for all kinds of shoe mach-
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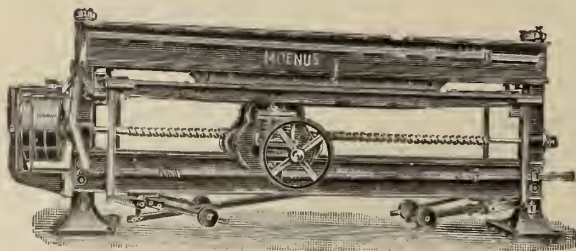
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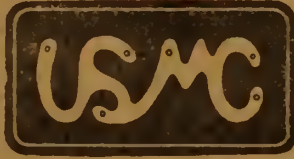
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Representatives of our numerous selling agencies will call on you on about this date with a complete range of samples.

Quality and style equal to the best, and deliveries guaranteed on all orders placed before May 1st.

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Stocks carried at Granby, Montreal, Quebec, Toronto, St. John, N.B., Hamilton, London, Winnipeg, Calgary, Edmonton, Vancouver.

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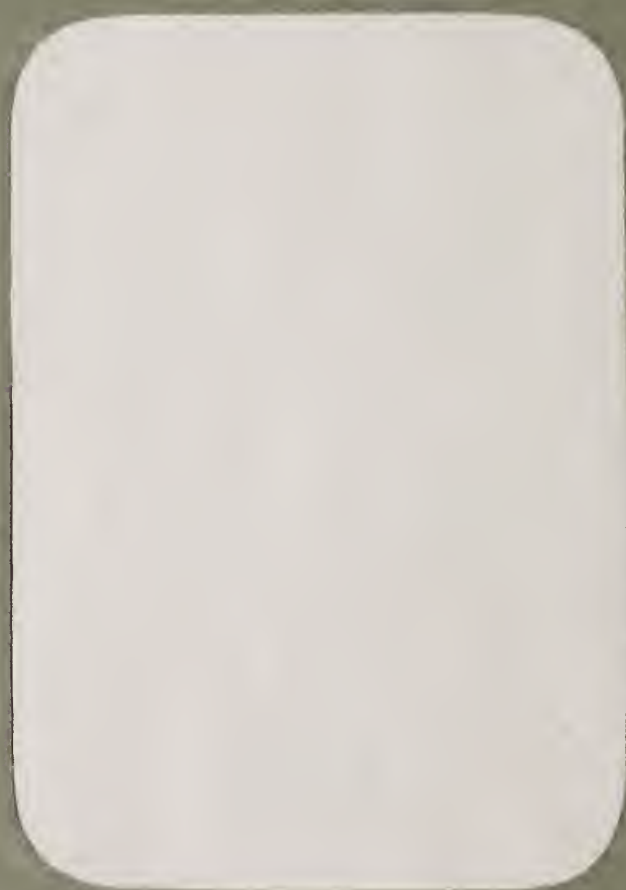
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**THE
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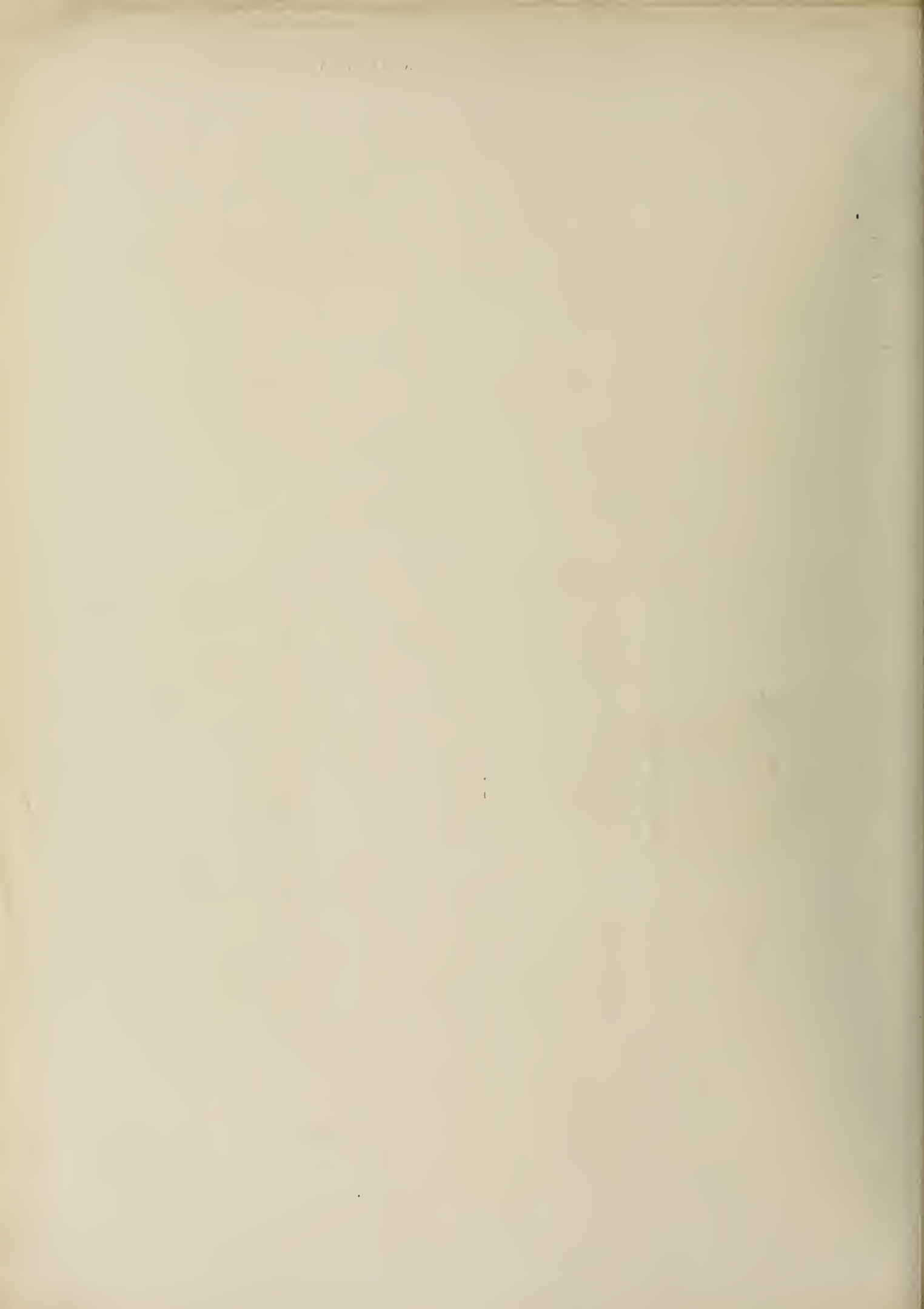


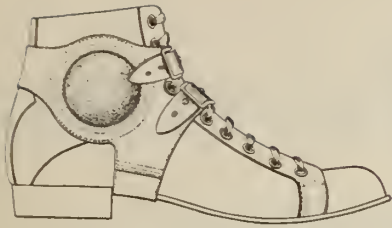
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A Handsome Polished Wood Cabinet

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Cabinet is charged only at part cost to induce steady sale of ORIENT BOOT LACES. Is very well made and attractively finished. Four drawers, contain two gross each.

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ORIENT LACES are good as can be made.
ORIENT LACES are soft, silk finished, strong.
ORIENT LACES—The ones that stay tied.
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Let Quality be your

If you expect to be in business when the next rubber season rolls 'round you'll look carefully to your buying this season.

Not to the end that you may get the biggest profit now, but that you may build surely for next season's business.

It's going to take quality rubbers to so build your business. And that's where I come in. I can supply those quality rubbers. Their names are Kant Krack, Dainty Mode, Royal and Bull Dog—and they're all good, sound "as-represented" business boosters.

These rubbers (samples of which my salesmen will be showing you soon) are made by the

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Independent Rubber Co. at Merriton, Ont. This Company has gained a reputation for producing high grade goods, and their line for 1912 is certainly the best yet.

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Put it up to me to show you why.



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Four shoes that have careful construction



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ANTI-SEPTIC
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For a rough weather shoe you can't beat the Doctors Anti-septic. It is thoroughly waterproofed, both soles and uppers, and not the slightest drop of moisture can get into it. Besides this it has three soles that keep out the cold.

But the Doctors is not only a rough weather shoe. It is just as comfortable in fine weather for it is not a heavy shoe, but a fine looking, comfortable, weather proof shoe.

THE Professor
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GOLD CROSS
SHOE



Because the Professor Gold Cross Shoe fits the foot instead of forcing the foot to fit it it has found favor with owners of tender feet. Being made of soft kid that moves with the foot there is no chafing to produce corns and bunions.

And then its medicated cushioned inner sole gives ease of movement and a light, springy tread.

The Professor Shoes are certainly easy on the feet.

THE TEBBUTT SHOE

THREE R

Good claims to your Satisfaction

Most of the young fellows in your town play hockey, a little. But they don't play enough to warrant their buying shoes solely for hockey. They want a shoe that is light enough for skating yet strong enough and well enough protected for hockey.

You can satisfy them with the 2 in 1 Hockey and Skating Shoe. This shoe is fitted with our patent aluminum steel toe protector and padded tongue and is strongly built. Not too heavy for pleasure skating but strong enough for hockey.

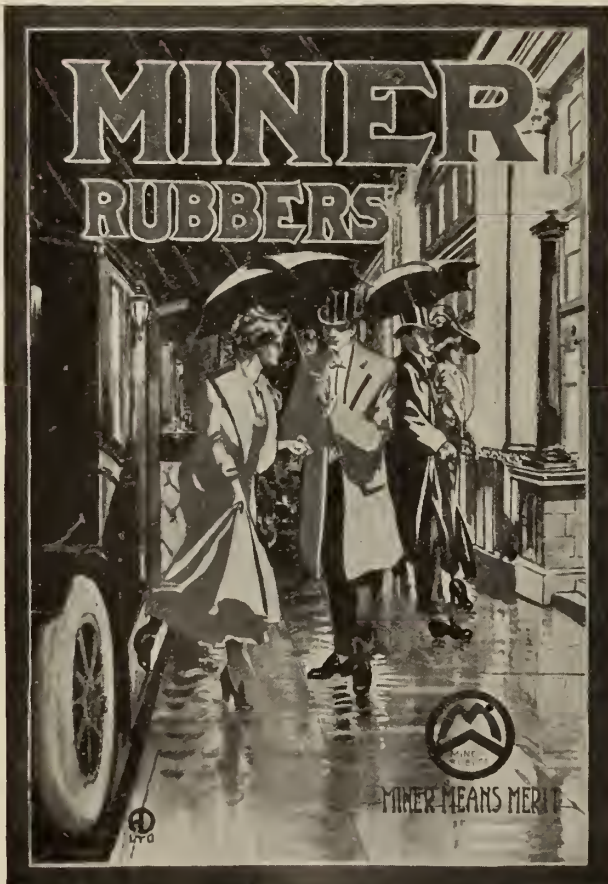


The Double Laced Hockey Bal. is expressly built for hockey players. Every bit of leather in its makeup is of the best and the stitching is given extra attention. It will certainly stand hard usage and lots of it. If desired you can secure it with our patent aluminum steel toe protector.

The upper is made in two parts, an inner and an outer. Strips of felt can be placed between these two uppers in such a manner as to protect any part of the foot. Every player who wears a Double Laced Shoe can protect his feet to suit himself. We have patented this shoe. You can get this shoe with the ankle protector as well.



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MINER RUBBERS for Quality are guaranteed.
MINER RUBBERS will fit perfectly all makes of shoes.
MINER RUBBERS have the Foster Patent Never-Slip in all solid heels.

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Facsimile of heels on all Miner Duck Lumbermen's and Boots. Note the Foster Patent Friction Plug ensuring increased wear.

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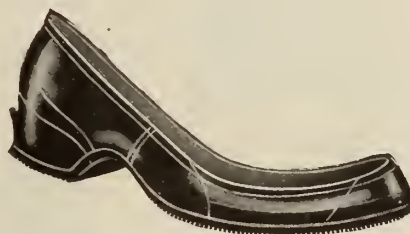
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**With that name on the
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And style as well as quality is necessary to hold trade against the inroads of your retail competitors.

LINTON'S WELTS embody all the latest wrinkles in advanced shoe-making. They attract the eye as well as stand daily hard usage.

Western retailers can get quicker service by ordering from our Winnipeg Branch in Winnipeg Rubber Co's Bldg.

Jas. Linton & Co.

Factory and Head Office
MONTREAL

Branch
WINNIPEG

McLAREN & DALLAS

WHOLESALE DISTRIBUTERS

BOOTS - SHOES - RUBBERS

30 Front St. West

TORONTO

CANADA



No. 313

Women's Felt Juliet, Dongola Vamp, Elastic Side, Plush Bound, Flexible Leather Sole and Heel.



No. 305

Women's Felt Buskin, Plush Bound, Flexible Leather Sole and Heel.



No. 301

Women's Felt Romeo, Plush Bound, Flexible Leather Sole and Heel, in Black, Red and Brown.

Just a little more about Felts for next season. "Elmira's" have always lived up to their excellent reputation and this year is no exception.

Put your faith in them for 1912 and trust to us to look after your needs. Our travelers are now showing the complete range.

Your sorting orders will get the best attention **HERE.**



No. 354

Woman's Felt Slipper, High Cut, Plush and Cord Bound, Flexible Leather Sole and Heel, in Red, Grey, Green and Brown.

"ELMIRA"

FINE FELT SHOES



No. 320

Women's Felt Bals., Felt Sole and Heel.



No. 38

Men's Felt Bals., Wing Tip, Felt Sole and Heel.



KAU
LIFE-BUO

For the coming season the

LIFE-BUOY LINE

will be shown as a still greater and more complete line of Rubber footwear.

It will contain many new ideas of design and construction.

Goods built for a purpose to suit the particular requirements of various trades and occupations.

The newest and best in Modern Lasts, and of a quality that will still further increase the popularity of the now famous

LIFE-BUOY BRAND

MADE BY

THE KAUFMAN RUBBER CO.

LIMITED

BERLIN, ONTARIO

An Independent Company

KAUFMAN'S LIFE-BUOY RUBBERS



Each and every year our line has shown new and distinct features.

Our direct-to-the-trade policy has resulted in many benefits and concessions to the trade.

The above policy and the **UNIFORM GOOD QUALITY** of our goods has resulted in a rapidly increasing demand for Life-Buoy Rubbers that has compelled us to double our capacity for 1912.

In all First
Quality Soft
Back Goods.



The most
important
improvement
in Rubber
Footwear of
recent years.

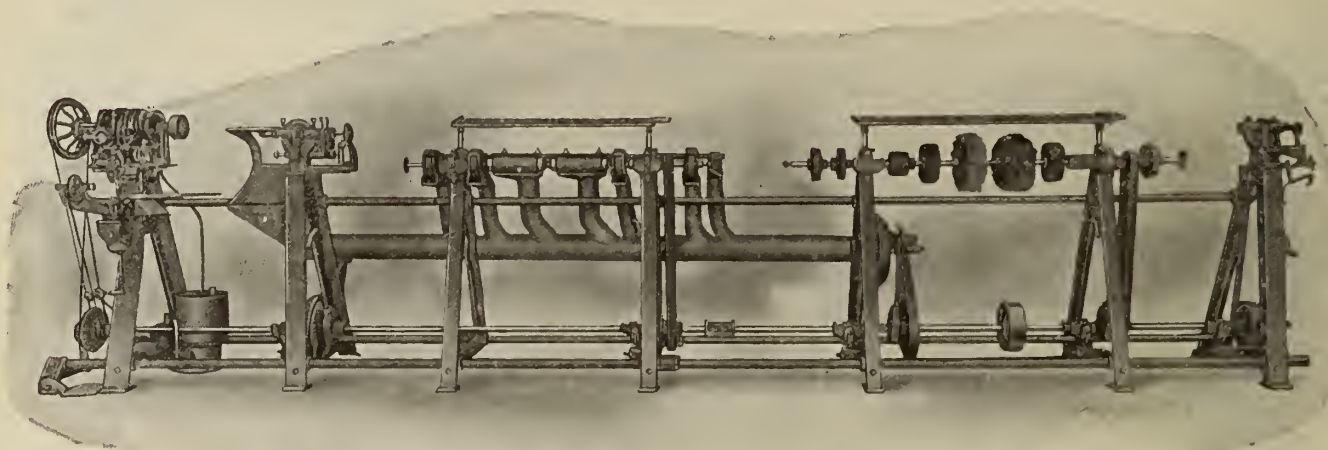
Patented 1911

Be sure to see these goods before placing for fall 1912. Our representatives will call in plenty of time.

BRANCH STOCKS CARRIED AT

CHARLOTTETOWN, P.E.I. TRURO, N.S. FREDERICTON, N.B. MONTREAL, QUE. OTTAWA, ONT.
TORONTO, ONT. WINNIPEG, MAN. EDMONTON, ALTA. VANCOUVER, B.C.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

Full information furnished promptly on request.

UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

Another "Wireless" Triumph

The Magdalen Islands connected with the mainland by Marconi system. Fifteen hundred words to be sent weekly. No longer are they cut off from the world during almost 6 months of winter.

SPECIAL DESPATCH TO SHOE-DOM.

(Through our own paid space)

Ottawa, March 1st, 1912—The Canadian Government has opened its weekly "Marconi" news service to the Magdalens. It is not generally known just how great a boon this will be to the inhabitants of these Islands.

For centuries, owing to the impassable condition of the St. Lawrence River and Gulf, these people have been almost entirely cut off from communication with the outside world for the four or five winter months.

Those used to the service of two telegraph companies and numerous daily and weekly newspapers can hardly imagine the awful longing of those cut off from the news for months at a time.

If wars were declared, kings died, empires were disrupted, world peace established, new monarchs enthroned or great catastrophes registered these people were kept in utter ignorance until early spring. We in the centre of civilization cannot even imagine such a condition.

PELLETIER CHANGES CONDITIONS.

Now, however, through the efforts of the Honorable Pelletier, Postmaster-General of Canada, this condition is a thing of the past.

The Honorable Pelletier has been insistent in his demands that the people of the Magdalens be given what was their fair due, and after a great deal of manipulating, has been able to announce that every week these citizens will receive the news of the world in condensed form by means of the wireless system.

WIRELESS USED.

A prominent Quebec newspaper man has been engaged by the Government to summarize the events of importance from all over the world. The summary will occupy about fifteen hundred words—not much, but so much better than no news at all. This summary will be handed to one of the wireless stations closest to the Islands, which is commissioned to give this news letter right of way and precedence over all other messages. These letters will be received, written out by the operator at Magdalen end and copies placed in the hands of every ecclesiastic, both Protestant and Roman Catholic.

READ NEWS FROM PULPITS.

At the close of the sermon the clergy will devote the necessary time to reading these bulletins to the assembled congregations.

This will be a great boon to the inhabitants of the Magdalens, and is the first and only instance where wireless is employed to give such full news service.

TRICKETT'S ANNOUNCEMENT.

No doubt the man in Quebec will be flashing forth the good news in the next summary of international episodes, that Trickett's slippers are now heavily stocked all over Canada, and that the latest samples are the choicest and smartest ever presented to the trade.

The advent of a Felt Year in which Trickett's productions play so prominent a part, is hailed as one of the outstanding events of the Canadian shoe trade, and so will doubtless be recorded in the Magdalen Islands, and all other parts of the country that appreciate warm, comfortable, and satisfying slippers in every leading color and style.

Trickett's organization is as world-wide as the wireless; Trickett's service is even more valuable to the shoe merchant, and Trickett's reputation is behind every pair of their world famous Felt Slippers. Of course, all shoe merchants know that Trickett's slippers are made by Sir H. W. Trickett, Limited, of Waterfoot (near Manchester), England, and that the Canadian headquarters of the firm is at the Manchester Building, Toronto, Ont. J. S. Ashworth is the Canadian manager.



"WHERE QUALITY COUNTS. WE WIN"

Monarch
SHOE



"DR. BRANDON'S"
CUSHION SOLE SHOE



"WHERE QUALITY COUNTS WE WIN"

Brandon
SHOE

After Another RECORD

And They're Going to
Make it Too!

IF you knew of the remarkable record made by these brands of shoes during the past season you would wonder at our making this statement.

And it was remarkable and it doesn't phase us a bit. We have learned, through long experience just what good shoe-making will do towards building a reputable business and you may rest assured we are going to benefit by that knowledge.

And you, Mr. Merchant, you are to benefit also—a fact you will recognize when you see the strong line of Fall styles which comprises the very newest lasts which we are preparing for your inspection. They have the style which is surely backed up by the right quality—the quality that will make them stand out strongly as a top-notch line of Men's fashionable and reliable footwear.

Our travelers are now on their respective grounds, prepared to show you. For the sake of your own best interests, see the samples before placing your order.

THE
BRANDON SHOE

COMPANY
LIMITED

BRANTFORD

ONTARIO

ALL THAT IS NEW

In Felt Footwear is Found in
the Line Manufactured by

The Great West Felt Co., Limited

Elmira, Ontario

The Great Demand for our Felts during the past season was due to the high-grade, classy styles and good fitting qualities.

The consumer appreciated the advanced and improved features of our Felt Footwear and the demand is an ever-increasing one.

To meet this increased demand we have provided extra facilities and will take care of your orders.

Samples are being shown by "Independent" jobbers. If your regular jobber cannot supply you with our line kindly write us and we will tell you where your order will be filled.

(Not in any Trust)

The Great West Felt Co., Limited

Elmira, Ontario

Kant Krack

RUBBER

1912 = SE

RUBBERS

From crude rubber to duck lining, every step in their making is a scientific process, and with materials used, is calculated to produce an unusually long-lived rubber that no steady grind and wear can soon destroy.

To give you rubbers that will please your customers because they fit their shoes and wear comfortably and long, is our desire. To supply you with a range varied enough to answer all requirements, has meant much effort, but we have the goods. You will like them, as will your patrons.

McLAREN & DALLAS
30 FRONT ST. WEST
TORONTO

2109—Men's Arctic Edge.



2100—Hickory. Men's 2 Bkle. Cash. Top, Dull Rubber Vamp, Wool Lined



1185—Carnegie. Men's Light Storm Over. Lasts, Defender, Brunswick, Varsity.



2011—Oak. Men's Short Boot, Fusien Lined.

2012—Men's Short Boot, Felt Lined.



1189—Tycoon. Men's Light Clog, Self Acting, Lasts Varsity and Brunswick.



1121—Maple. Men's 1 Buckle Lumbermen's Rolled Edge, Solid Heel.



1179—Women's Glenora. Light Croquet, R.E.



WHOLESALE BOOTS SHOES

BOOTWEAR

ON = 1913

Dainty Mode



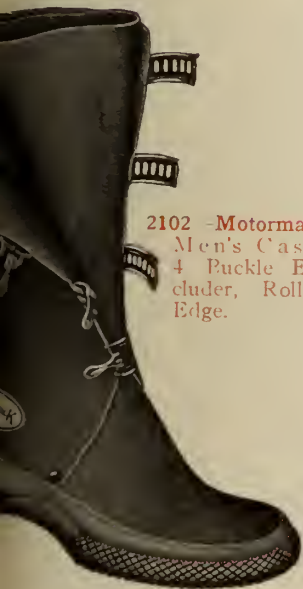
1114.—Ash. Men's 2 Buckle Rolled Edge, Solid Heel.



1152 — Olive. Men's 7 inch Leather Top Rolled Edge Solid Heel. Black and Tan Tops.

RUBBERS

Snappy, snugly fitting rubbers for men and women wearing stylish shoes, and requiring rubbers made only by a firm keeping pace with changes in lasts—rubbers, for instance, that will fit perfectly present shoes of high toe and high heel pattern.



2102 —Motorman. Men's Cash. 4 Buckle Excluder, Rolled Edge.

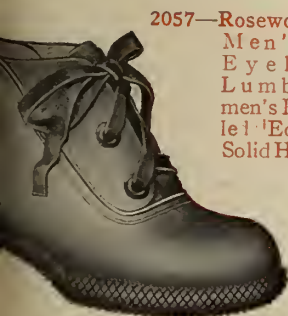
Bull Dog Brand



RUBBERS

Our second quality rubbers are made for those requiring a perfectly made, reasonable priced rubber that will give satisfaction—looking stylish, and wearing well. The same care is given to the making of Bulldog Brand Rubbers as is exercised in turning out our first quality lines.

1199—Victor. Men's Light Over Toecap. Lasts Varsity and Connaught.



2057—Rosewood. Men's 3 Eyelet Lumbermen's Rolled Edge, Solid Heel.

1166—Evangeline. Women's Light Fancy Croquet. Lasts, Petite and Vogue.



**McLAREN
&
DALLAS**
30 FRONT ST. WEST
TORONTO

RIBUTERS
RUBBERS

C. E. McKeen Shoe Stores Company

No. 1 Store

Vancouver, B.C., Feb. 13, 1912

Messrs Getty & Scott,
Galt, Ont.

Dear Sirs:-

We are awfully well pleased with spring shipment of Classic Shoes and must congratulate you on the finish of them. Every pair is a sample pair.

We are,

Yours truly,

C. E. McKeen Shoe Stores Co.



The season for "Maltese Cross" Rubbers opened March the fourth.

There are twenty-four selling agencies to distribute this well-known line and some of their travelers will soon be calling upon you.

Wait for them. You don't really know what the Rubber market has to offer till you've looked over the Maltese Cross line.

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

Head Offices:—47 Yonge Street, Toronto

BRANCHES AT

**Montreal Halifax Winnipeg Calgary Vancouver
Sydney Melbourne and Perth, Australia**

(Not in any Trust)

Sell Rubbers With National Reputations

Nationally-known rubbers that are being extensively advertised throughout the whole Dominion are the rubbers for which you will be asked the oftenest.

It is only natural that your customers will want Granby, Maple Leaf, Dominion or Anchor Rubbers when they hear and see so much of them.

These brands were favorably known all over Canada even before the present advertising campaign was commenced. The added prestige which this publicity will give them will certainly mean much in the way of increased sales to the wise merchant who stocks these good brands.

Remember, it's much easier to sell a man what he wants than to convince him that something else is "just as good." Besides it's better business.

Ames - Holden, McCready, Limited

MONTREAL

WITH BRANCHES AT

St. John	Toronto	Winnipeg
Edmonton	Calgary	Vancouver

Kimmei Felts in Stock at all Branches



“IT'S IT”

The signally successful must possess ideals, industry, intelligence, integrity and intensity.

Five understanding characteristics---no great record of personal or corporal achievement without.

Back of Astoria and Liberty Shoes these qualities predominate. They are living evidences in shoedom's triumphs.

Our splendid and distinctive fall samples will convert and convince you.

Wait and see.

Cook-Fitzgerald Company

LIMITED

LONDON - - ONTARIO

LOOKING AHEAD!

1912

WILL BE A BIG YEAR FOR CANADA.

YOU should see that you get your share of the coming prosperity.

In order to do so, you must LOOK AHEAD—be prepared



ANTICIPATE While you have the time, look over your stock carefully—get rid of job lines, order new stock for the coming season.

OUR TRAVELERS are now on the road and will call on you soon—We handle **SHOE STORE SUPPLIES** of every description.

WE MANUFACTURE
PACKARD'S SHOE DRESSINGS
OVERGAITERS AND LEGGINGS
INFANTS' SOFT SOLE SHOES, etc.

Have you seen our Catalogue—No Shoe Store complete without it, **WRITE US.**

PACKARD'S SPECIAL SHOE DRESSING

FIRST IN QUALITY

GOOD SELLERS

Put up in Attractive Packages

Give you a good margin of profit



L. H. PACKARD & CO., Limited, MONTREAL
 SHOE STORE SUPPLIES



How We Have Grown—and Still Growing

We want every Dealer, Jobber and Manufacturer to help us make our Black Cat as large as possible for 1912. We will be pleased to furnish, without charge, any electroplates to use for catalogue work or any other advertising.



CAT'S PAW CUSHION RUBBER HEELS

Cat's Paw Rubber Heels have all the advantages of ordinary rubbers, and—besides—the Patented Friction Plug—in the back part of the heel—just where the wear comes—keeps you from slipping on wet sidewalks, and also makes the heels wear much longer than the old-fashioned kind.

Insist upon Cat's Paw Heels ————— Your Customers are Asking for Them

WALPOLE RUBBER COMPANY, LIMITED

Eastern Townships Bank Building, Montreal



No. 126

Growing Girl's Dongola Kid, Patent, Gun Metal and Tan Calf, Blucher and Button, Round Toe and Low Heel.

The Success of These Two Styles Has Really Been Wonderful

Our No. 126 Growing Girl's has proven to be just what is required by this portion of the trade, while,



No. 29

Short Vamp, Stage Last, a very popular Button Shoe.

Our No. 29 Short Vamp Stage last caught the eye of the majority of shoe merchants just as it will catch the eye of every particular lady in every locality.

“AMERICA'S BEAUTY”

AND

“KINGSBURY” BRANDS

are built along the right lines to fill the requirements of the successful merchants. Their excellent qualities create profit and give lasting satisfaction to every wearer.

KINGSBURY FOOTWEAR COMPANY LIMITED

SPECIALISTS IN LADIES' FOOTWEAR

Montreal

--

--

--

--

Canada

Macfarlane Welts



998—Little Gents' Box Calf Blucher Bal., heavy soles, 8 to 10½ - - - \$1.90
999—Youths' Slip Soles, 11 to 2 - - - - - \$2.10

for
Children
Misses
College Girls

Have gained a Canada-wide reputation.



933—Child's Dongola Button, pat. tip, low heel, welt, 8 to 10½ - - - - \$1.60
934—Misses', 11 to 2 - \$1.80

Why?

Because they are built on perfect fitting lasts in all widths

Because they are made to stand the hardest kind of wear and give entire satisfaction.

Because "the price is right."



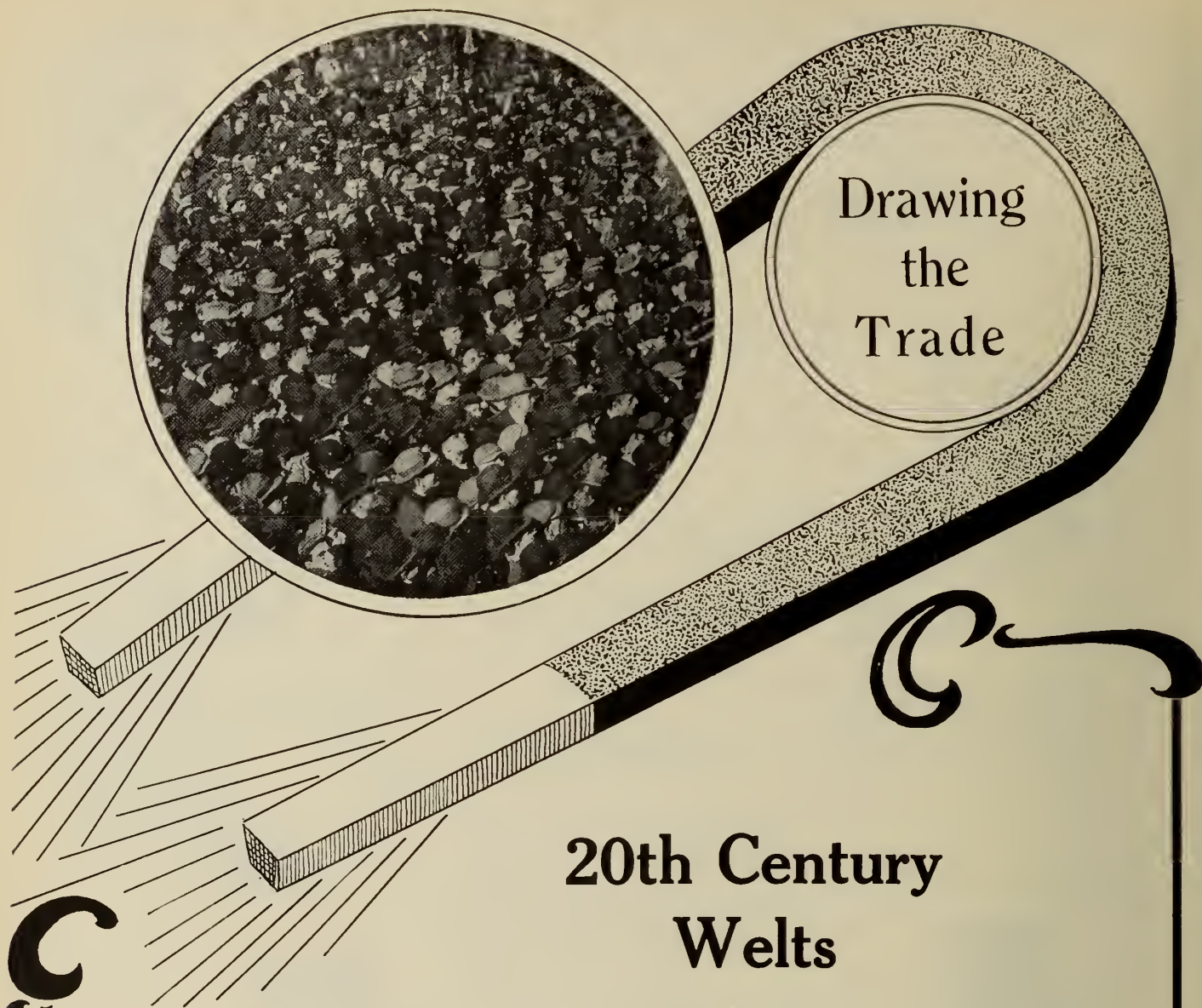
1188—College Girls' Pat. Blucher Bal., dull calf top, low heel welt, D and E width, 2 to 7 - - \$2.50

We carry a complete range in stock.



988—Misses' Pat. Whole Fox Button, dull calf top, low heel, welt, 11 to 2 - - - \$2.00

The Macfarlane Shoe Co. Limited
MONTREAL



Drawing
the
Trade

20th Century Welts

These are shoes that draw the trade to your store. Carefully made shoes for men and boys, to retail at \$4.00, \$4.50 and \$5.00 for men, and \$3.50 and \$4.00 for boys.

Every shoe is the product of a specialized factory, and it has behind it the 20th Century reputation for style, workmanship and wear.

No merchant can fail to build up his trade if he builds on a solid foundation of *real merit*—100-cents-on-the-dollar-value—like 20th Century Shoes.

WATCH FOR FALL SAMPLES
TWO BRAND NEW LASTS

Our travelers are now out. You will like our range for fall 1912. Nicest lot of samples yet shown by our house—and the shoes we will deliver will be up to samples!

THE C. E. McKEEN CO. :: QUEBEC



JUST now your jobber is busy stocking up with the styles of Surpass Shoes that he knows will best suit your trade.

One of these days, soon, your jobber's salesman will call on you with Fall Samples.

Be prepared to give him a good hearing for there's money for you in Surpass Shoes.

He'll have with him some mighty fine examples of shoe craft, and he'll be enthusiastic about them, that's certain.

And you'll be enthusiastic, too, if you look carefully into the merits of the Surpass line.

For the Surpass line is a line of sellers—and the sales are built on quality. And sales built on quality bring repeat sales. And repeat sales mean success. And success means profits. And that's what you're after.

Give the Surpass samples for Fall 1912 a thorough inspection. You'll not regret it.

THE LOUIS GAUTHIER CO.
LIMITED
QUEBEC

**JOHN T.
RIGG
&
COMPANY**

**SHOE
FINDINGS**

**Number
Thirty-two
Church Street**

**TORONTO
CANADA**

**Canadian
Agents for**

**CARR'S
"POLISHES"**

and

**"REVOLITE"
JUMBO
RUBBER
HEELS**

"BLACKIT"

and

"BROWINIT"



BRIGHTEST

and

BEST



There's plenty of satisfaction and profit in selling Carr's "Blackit" and "Brownit" Shoe Polishes. And it's satisfaction and profit that you share with your customer.

For when you sell your customer a tin of these polishes you are satisfied that you have drawn him closer to your store through the satisfaction he will receive from the use of the polish.

It will profit your customer to buy Carr's Polishes because they give such good, lasting, waterproof shines and so many of them, and it will profit you to sell them, because, besides making money you please your customers. Remember Carr's Snowflake for white boots, belts, etc. It will not rub off.

Manufactured by

Carr & Son, London, England

Makers of the most complete line of Shoe Polishes since 1837.

If "Revolite" Jumbo Rubber Heels weren't made of the best rubber and thereby able to stand wear and tear and give good satisfaction they wouldn't be **guaranteed** by the makers.



And the guarantee is as valuable to you as it is to your customer. It shows conclusively that the quality is put into "Revolite" Jumbo Heels.

It's a guarantee that will help the reputation of your store, besides helping you sell more rubber heels.

"Revolite" Jumbo Heels are made in thirteen different sizes.

RUTHSTEIN'S STEEL SHOES

What they are and---Why

Ruthstein's Steel Shoes are made of one piece of seamless steel from toe to heel, into which are set adjustable steel rivets. These rivets prevent slipping, and as they can be replaced easily when worn, greatly lengthen the life of the shoe.

Water or cold cannot penetrate these shoes. They are a sure preventive of wet feet and consequent ills.

Steel Shoes effect for their wearers a great saving in footwear bills, as much as \$20 being saved in one year.



N. M. RUTHSTEIN
The Steel Shoe Man

Send to-day for free literature on Ruthstein's Steel Shoes.

Learn all about these best of all work shoes. Learn also the prices. You'll find they make a very interesting study.

If your jobber doesn't handle steel shoes write us direct. We'll put you in touch with one who does.



No. 09, black, 12 in. - \$4.50
No. 010, tan, 12in. - 4.50

In the bush, in the mountains, on the farm, in the foundry—in fact, wherever a shoe is put to the severest tests, Ruthstein's Steel Shoes have made good. They have been found the safest, most durable, most comfortable, and most economical workshoes made. They stand up under wear and usage that would quickly ruin leather shoes. Rocks, mud, snow, water, rough or slippery surfaces, are all alike to the wearer of steel shoes.

The confidence of the makers in the future of Ruthstein's Steel Shoes is shown in the large amount of money they are spending in Canada to create sales for the premier work shoes. You have the opportunity to benefit by this. Send in your order to-day and be ready.


BLACHFORD, DAVIES & CO.
60-62 FRONT ST. W. TORONTO, ONT.
Sole Selling Agents


GEO. G. LENNOX
87 KING ST. WINNIPEG, MAN.
Distributers for Manitoba, Saskatchewan and Alberta

N. M. RUTHSTEIN, The Steel Shoe Man, TORONTO
GREAT BRITAIN FACTORY, NORTHAMPTON UNITED STATES FACTORY, RACINE, WIS.



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

NORTH BRITISH RUBBERS

SEASON 1912



Distribution: "Factory direct to you, Mr. Retailer" has always been our policy in marketing our now well-known rubbers, viz: **North British and Elephant Brand**. Our salesmen will soon call on you to show you British quality rubbers, right up to the minute in style. Our lasts have been designed to make rubbers to fit the prevailing Canadian shoe shapes of to-day.

Rubber selling, Mr. Retailer, can be made profitable to-day if you buy a brand that is not sold by every shoe dealer in your town. North British Rubbers is the brand you will most likely buy, after you have seen all others. Our Dreadnought Duck Lumbermen's Rubber will out-wear two pair of ordinary rubbers.

Dreadnought Duck is a specially woven English duck controlled by our company and used exclusively in making our brand of Dreadnought Duck Lumbermen's. It is almost impossible to stub, crack or break this duck after it has been thoroughly coated with Para Gum.



Elephant Brand Rubbers: so like other makers firsts that they are acknowledged by the trade to be the best. Each pair is carefully examined and packed in a carton, and being made on the same lasts as firsts, command almost as high a price retail.

Mr. Retailer, you can very greatly increase your rubber sales by placing your rubber order for 1912 with us. We have the stock in our Toronto Warehouse to fill all orders same day as received. Wait for North British Rubber Salesman.

The North British Rubber Co., Limited

Executive Offices and Factories
EDINBURGH, SCOTLAND

Canadian Branch
43 Colborne St., TORONTO, ONT.

SELLING AGENCIES

The Clark Shoe Co., Brantford, Ontario,
The R. Tanner Co., Limited, Pictou, N. S.,
Frank Stafford & Co., Montreal,

Western Ontario
Maritime Provinces
Province of Quebec

A Volume of the World's Winning Retail Ads.

THE ADVERTISER'S CYCLOPEDIA OF SELLING PHRASES

The ads. which have brought in the biggest returns, sold the most goods, opened up new business in every line of trade, giving every sort of sale in every season, together with the novel advertising ideas that have been proven winners.

This one great volume—1,360 pages—about the size of a Webster's Dictionary, is filled from cover to cover with ads. that were written by men who are still getting the biggest results to-day—the ads. that built up the gigantic retail stores of America—the ads. that have made other men's fortunes and can make yours.

Original "Brains" Edition

\$ 3

DOWN

"BRAINS," the National and International Weekly for retail advertisers, bankers and other advertisers, originally prepared this collection of winning advertisements and "BRAINS" Corporation is the sole owner of the plates. This is, therefore, the only authentic and complete edition. Handsomely bound in red leather.

Send \$3 with this coupon and receive this volume of the World's Winning Sales Advertisements, a Gold Miner of Business Getting Ideas, the Advertiser's Cyclopedic—1,360 pages—size 10 x 6 inches, about the size of Webster's Dictionary—express prepaid. Send \$2 per month for four months after—that's scarcely 35 cents a week—you will in addition receive

"BRAINS" THE ONLY WEEKLY
FOR RETAIL ADVERTISERS

which will come to you every week for two years—104 copies—each containing more of the world's winning advertisements. Send only \$3 with coupon.

BRAINS CORPORATION,
SCRANTON, PA.

For \$3 enclosed, send me the volume of the World's Winning Sales Advertisements—The Advertiser's Cyclopedic of selling phrases = 1,360 pages—bound in red leather, together with "Brains" for Two Years. I will send \$2.00 each month for the next four months or \$11.00 in all.

Canada same terms. Foreign \$12—\$6 down.

Name

Address

City and State.....

Business

THE
FASHION
SHOE

FOR
WOMEN
OF TASTE



Whether it be for a Woman, Miss or Child, the FASHION Shoe is an exquisite piece of shoe-making. In it you have that natty appearance which bespeaks the latest patterns, the highest priced lasts—and looks always get the first attention of the purchaser. Then the shoe is carefully made, by experts, from the best obtainable materials, so the quality is right. A sale is always easy for a good shoeman to make if the shoe is right. The FASHION Shoe is right.

ROWEN & OGG COMPANY
LIMITED

GUELPH ONTARIO

“ACTON” Mat Calf Cuts With Little Waste

That statement is founded on fact.

There are other reasons for using it, Mr. Manufacturer—many of them.

There is practically no fluctuation in the different selections—it's grading is assured by the great care taken at the tannery.

It is superb in its finish—lovely and “velvety.”

If you have not cut “Acton” Mat Calf send for a sample lot. You will be more than pleased. We will answer your request promptly.

Beardmore & Co.

Toronto Montreal Winnipeg Acton

Help Your Customer to Help You

Get your customers talking about your store.

Get them coming back to you for “another pair of those shoes like I bought last time.”

You can do this if you combine good store service with



Try it.

Get your jobber to send you a good assortment of “Everyday” Shoes, display them in your window—tell your customer of their good qualities, point out how they wear long because of the good leather and good workmanship and then watch results.

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SMARDON SHOE CO

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

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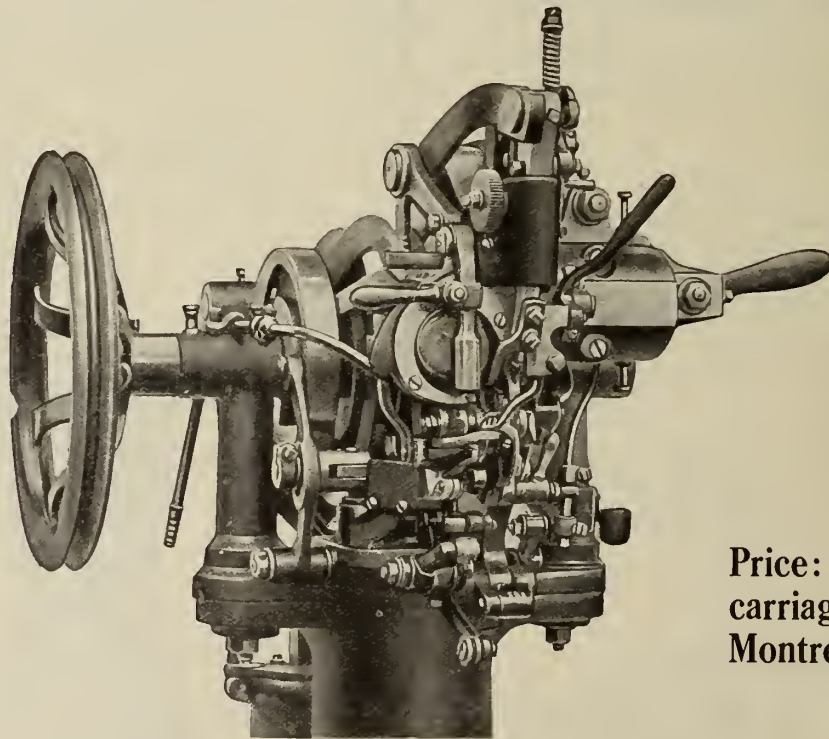
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The rugged honesty of Williams solid leather shoes is a great sales producing factor. People like to be dealt fairly with and show their appreciation by always buying from the square dealer.

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Your especial attention is directed to our range.
Your wants will be promptly attended to.

Shoe Drills *Shoe Ducks* *Sock Linings* *Boot Webs*

WE ARE MAKERS OF

Rubber Cements	Cork Filler
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It is a comparatively new line with us, but our production already places us in the veteran class

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If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply it

*Colored or Black
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*And in weights suitable for
all lines*

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A COMPLETE WINDOW OUTFIT

\$
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ORDER
TO-DAY



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23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

82 QUEEN ST. NORTH
HAMILTON - CAN.



Boost Your Findings Trade by Stocking These Four Polishes

There is no other way you can do this so quickly.

THESE UNIQUE POLISHES ARE NO EXPERIMENT BUT HAVE BEEN TRIED AND PROVEN BY HUNDREDS OF CUSTOMERS.

Diamond Finishing (Liquid)—a superior black dressing for Ladies' and Children's Boots and Shoes. Comes in 2 sizes—large and small bottles.

Boulevard Dressing (Liquid)—a most popular dressing for Ladies' and Children's Boots and Shoes. In 4 oz. bottles.

Vit Shoe Polish (Paste)—in 3 colors, Black, Tan and Ox Blood. Practically a 2 in 1 combination; an easy and rapid seller.

Diamond Harness Dressing—Gives a beautiful black finish. Is also a ready seller. Made from the very finest of raw materials. In 1 pt. and ½ pt. tins.

Write us by return. Our proposition will interest you.

American Dressing & Sundry Company

232 St. Charles Borromeo Street

MONTREAL

Get the best there is in Dongola Shoes



It doesn't cost you any more to get the best value in Dongola Shoes than it does to get ordinary value. Just make your jobber understand that you want your Dongola Shoes made from Maple Leaf Glazed Kid. And see that you get what you order, for it will mean a great deal to you. You'll be able to show your customers, shoes of the best looking and best wearing glazed kid in Canada. Maple Leaf Glazed Kid is made in such a way that it isn't harmed in looks or wearing qualities during manufacture. That's something that can't be claimed (and proven) of other glazed leathers. See that you get Maple Leaf Glazed Kid in your next lot of Dongolas.

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"Elk Sides"

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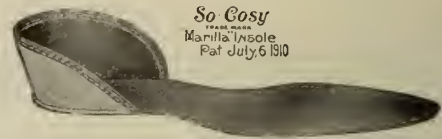
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SOMETHING NEW

The So-Cosy "Marilla" Insole

is another PROFITABLE addition to your finding lines. Ask your jobber about it. If he can't supply you, write us.

NOW ABOUT IT

The "Marilla" Insole was designed and patented by a woman. It is made of velvet, and does away entirely with the slipping forward of the foot in PUMPS and OXFORDS, and the heel-piece prevents slipping at the heel. Can be applied with ordinary paste or glue in THREE minutes, and after drying half an hour ARE ready to wear. They cost you \$2.00 per dozen pairs in single pair cartons, and may be retailed at 25 cents, giving you 50 per cent. profit.

The Hurlbut Co. Limited
Preston, Ontario Canada

**WHERE
AMHERST
MAKE
EXCELS**



**7 POINTS
OUR GUARANTEE
ON EVERY PAIR**

SCHOLL'S

100%



CLEAR PROFIT LINE

- SCHOLL'S "FOOT-EAZER"
- SCHOLL'S BUNION REDUCER
- SCHOLL'S "BUNION RIGHT"
- SCHOLL'S "FIXO" CORN PLASTER

These are "Rent Payers" for a large and rapidly increasing number of Shoe Dealers.

Why don't you join the Scholl family and participate in the 100 per cent. profits on the Price-Protected, World-Advertised SCHOLL FOOT SPECIALTIES.

No overhead expense—no trouble—and you have a FEATURE that advertises your store—that draws NEW trade—that gives you prestige.

Write TO-DAY and we'll show you the 100 per cent. Profit Plan of selling a Scholl Specialty to every third person that comes into the store.

THE SCHOLL MFG. CO., Limited
Largest Manufacturers of FOOT SPECIALTIES in the World.
47 King Street West - TORONTO
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**Most extensive
line of work
shoes made
in the
world**



These shoes are made in the Williams factor, at Holliston, Mass., where nothing but work shoes are made. 100,000 pairs are always carried in stock. Send to-day for price list.

There are eighty others in the Williams line and they are all good sellers.

THE CLARK SHOE CO.
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Canadian Sales Agents for
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**To Help You to a
Steady Business**

The Oberholtzer line of Men's, Women's, Boys', Misses', and Children's Dongolas and Box Calf Shoes appeal to you as a shoeman and to your customers as wearers because of their great wearing qualities.

Every shoe is made good enough to induce your customer to buy Oberholtzer Shoes again.

This is a line that will give you a firm grip on a steady business.

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When You Counted Your Money Last Night Were You Sure That You Got It ALL?

Or did you guess? Even the best men make mistakes. Money is lost in retail stores in many ways. You know them only too well.

You can stop these losses, positively insure that you get every cent that belongs to you and *hold* it. A National Cash Register does all this for you—and more.

It prevents errors in change—enforces a proper record of cash paid out and cash received on account. Increases your profits by increasing business from customers you now have, and draws new customers as well.

And then it totals each clerk's sales, and tells you the amount outstanding on your books each day. Advertises your business. Enables you to do without a cashier. Protects your interests when you are away from your store. Think, Mr. Storekeeper, what all this means to you.

You will not have to stay in your store after closing time worrying about striking a cash balance.

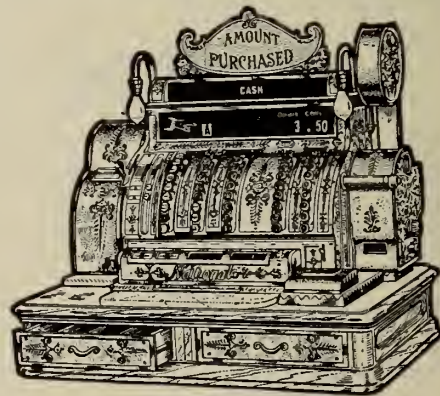
With A National Cash Register there is ALWAYS A Cash Balance

It can be seen at a glance, with full details of every money transaction that takes place in your store. At a glance, mind you!



This machine *pays for itself* out of the extra profits it makes for you. And so, you see, you can get all this valuable protection, this saving of detail, this insuring of accuracy, FREE. You'll be interested to hear of our plan that enables you to

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Shoe and Leather Journal

— Published Twice a Month. —

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TORONTO, MARCH 1st, 1912

\$1.00 per Year $\frac{\text{In}}{\text{Advance}}$

Latest Style Tendencies in Fall and Winter Shoes

In the More Expensive Lines Receding Toes are Presented—Straight Custom Lasts—The Overgaiter Boot for Women Discussed—Showings in the Rocker and the Semi-High—Features in Various Offerings

What are the *tendencies* for fall trade in manufacturing shoedom? The word "tendencies" is used advisedly, because the man who sets up as a sure prophet on coming shoe styles will soon have about as much opprobrium heaped on him as the weather man usually gets for his (frequently) misapplied science—and he will not hit the nail on the head nearly so often.

Numerous visits of the SHOE AND LEATHER JOURNAL representatives to shoe factories in various centres do not reveal any startling divergence from spring styles already known. The fall season is becoming more and more an echo of spring styles modified in the direction of slightly heavier upper and sole leathers—and more of the latter, of course—to ward off the ill effects of damp and sloppy streets.

Enquiries reveal, however, that gun metal leather will have the call, and strongly at that. Even in spring and summer shoes this leather will be more worn than tans, and from the present outlook, manufacturers expect its popularity to continue. "There's a reason." Gun metal is always a dressy-looking leather, and least of all affected by untoward weather conditions, overhead or underfoot. And it is easily cleaned and kept in that state. As an evidence of their faith in its popularity, manufacturers are taking steps already to assure a sufficiency of this leather, even before the travelers have begun their season's rounds.

Tans Will Be More Plentiful

Patent leather will, of course, be much worn, as is evidenced by the styles so far on exhibition. And tans for fall

wear will be even more plentiful than usual, in keeping with the growing tendency to wear tan leathers, both waterproof and otherwise, at least through the late fall, and often all winter.

In shapes, high and medium high toes will rule, although many of the lower toes are shown in the samples so far presented. But the high and medium high toe effects will be undoubtedly very popular during the fall season. But just a word of warning here! The SHOE AND LEATHER JOURNAL would advise every retailer not to count too heavily on this style condition. The hint has mysteriously passed from lip to lip among the trade that *receding* toes are again coming into vogue—not so much during the coming fall season, nor perhaps very extensively in the spring, 1913, season, but slowly and surely the flat receding toe is coming back to its own—to the

popularity it had a few years ago before such "efforts" as high toes and gingerbread effects hove in sight.

The reason is not far to seek. When one gets down to hard facts, there is no doubt that the high toe is responsible for a lot of discomfort and financial loss all along the line, from the manufacturer right down to the wearer. The former finds it almost impossible to secure leather that will stand the strain necessitated by stretching it over the high toe during the lasting process. At least a good many pairs of shoes per day are spoiled in every lasting room by these high toes, and often when finished the leather cracks or splits at the least shock. The wearer frequently finds these high toes just as unreliable for the same rea-



Fashion's latest dictate to women is to wear their lovers' photograph on the point of their pumps, just below the buckle. The custom originated in Boston.

son. Moreover, the tightness of the leather over the box toe soon causes discoloration and consequent impaired appearance, particularly in tans, of course.

High Toes Gradually Disappearing

Furthermore, these high toes are very uncomfortable. There is frequent cramping of the toes just where the toecap joins the vamp, and such shoes not kept in trees—and few shoe-wearers have such necessary luxuries, if this term be permissible—soon lose their shape and appearance when not in use.

Allied to high toes are the “gingerbread” effects, so com-



The new overgaiter for women, with flat receding toe and Louis heel.

mon among manufacturers at the present time in spring lines. While the process will take considerable time, these effects are doomed to much less general use than at present. This tendency will be somewhat apparent in some fall lines, but not so much so as to cause any great comment. It will be well, however, for the retailer to keep his eye on these future tendencies and not stock up too heavily on extreme high toe styles for fall, that while perfectly saleable at present, may prove a “white elephant” if still on his shelves next year.

The tendency is toward a shoe without perforations of any kind, and a fairly flat receding toe. This is comfortable and attractive-looking in a quiet way. Just the kind of shoe that any prosperous well-dressed man or woman is pleased to wear. The whole effect is almost like the custom shoe, and the narrow, unobtrusive stitching helps to carry out the resemblance.

The Receding Toe Styles

Of course the SHOE AND LEATHER JOURNAL does not prophesy that this change is coming very suddenly, nor that when it does come, all shoes will be made after this general tendency. Far from it! Human tastes in varied form must be consulted and gratified, and all lines will be in evidence then as now, but the new fashion will *predominate* among stylish and up-to-date shoe wearers. Even for this fall season, many travelers will show evidences of the “coming events that cast their shadows before” in the shape of isolated receding toe lasts in their sample cases. In the United States, visiting manufacturers from Canada in search of style tendencies have found this evolution clearly in evidence.

The Overgaiter for Women

As is usually the case in every season for the coming fall there will be a few more or less freaky styles presented by manufacturers for the approval of the retailer. One of these will be the “gaiter boot,” in women’s shoes only. This peculiar creation apparently hailed from France originally, and it

is just about as freaky as many French importations usually are. These “gaiter or overgaiter boots” are made to give the effect of a leather overgaiter, in different colors, although the top is more frequently of cloth than of leather, at least in the samples so far seen in Canadian factories. When made of leather, the material is usually some light flexible kid or calf of good quality.

The top is stitched fast to the vamp, and instead of the line of buttons running in the usual curved fashion toward the front of the shoe, the buttons run straight down the side, in some cases almost to the shank. Now there is a reason for the curved line of buttons on the ordinary shoe. When any changes are made in the position of most of the buttons, there is a downward as well as backward pull thereupon. In this new over-gaiter line, the only pull is backward, hence less adjustment can be made, and the boot soon begins to look sloppy—and there is nothing more inelegant than a badly-fitting button boot. Also these buttons run down over the ankle bone, which is almost sure to cause not only discomfort in use, but also bulging and distortion. This is likely to happen when cloth instead of leather tops are used—and cloth seems to have the call so far.

In fitting this boot, difficulty is likely to be experienced just because of the characteristics above spoken of. It is a hard boot to get the foot into, and a still harder one to keep it in comfortably. While such a boot may be successful in custom shoemaking with every foot measured exactly, it will be very difficult to duplicate this success in the standard sizes. The manufacturers themselves recognize this, and will not push this over-gaiter boot hard. These comments are given to warn shoe retailers against *injudicious* over-buying of any such novelties, no matter what inducements may be offered. It is not a boot for “repeat” trade—decidedly not.

Pump Without Straps

In women’s low footgear for fall, especially in pumps, the tendency is to do away with tops where the “gap” is especially noticeable. This will be seen in spring styles, but even more so in fall pumps. This “sloppy” appearance over the insteps has always been a serious fault in pumps especially, but lasts



Another style of the overgaiter shoe, with moderately high toe and Cuban heel.

are now being made so that the leather hugs the foot all along the top, and holds its place perfectly. For this reason, the tendency is toward doing away with ankle straps, leaving the perfectly plain pump itself. The effect is quiet, but in excellent taste, and will be especially appreciated for evening wear.

As previously stated, these tendencies are quite evident, although they will not drive out many of the usual styles or

(Continued on page 66)

How Do You Figure Your Profits on Shoes?

Are You Making As Generous a Margin as You Should—Cost Price of Article Is Not a Thing To Be Added To—
It Is a Per Cent. of the Selling Price—Some Pertinent Examples

Why are you in the shoe business? You must have some definite object in following the trade, or your mission in life is a peculiar one. Most men enter the boot business with one or two objects in view. The first one is to make a living; the second to make money, and the happy merchant is he who accomplishes both.

The thing of most vital concern to the average retailer is how to sell more goods at a greater profit, and to turn over his stock more frequently. It is on the turnover that the largest profits are made, consistent, of course, with a reasonable sized stock and good selling methods.

In the SHOE AND LEATHER JOURNAL from time to time articles have appeared giving advice and suggestions on how to buy properly, profitably and economically. While good buying may be one of the first steps toward success in a mercantile career, it is by no means the only element that will carry you on to the high road of prosperity. After the right kind of goods are placed

on the shelves, the next most important matter is to see that they are properly sold and that the margin obtained is a satisfactory

Where Retailer Is Astray

Now, it is just in this matter of profits wherein the average footwear dealer falls down. He imagines that he is making so much money clear when he sells a shoe at so many cents over what he paid for it, but therein he grievously errs. He is thinking more of gross profit than he is of net, and possibly has no accurate idea of how much it costs him to dispose of every dollar's worth of goods in his establishment. He should know to a nicety the overhead expenses, his relative losses, his unforeseen reverses, and other setbacks that are incidental to a retail career.

The main thing, therefore, outside of the fact of selling good goods and satisfying customers is to see that a fair, legitimate profit is made. How many retailers know exactly where

ONE OF QUEBEC CITY'S LIVE SHOE HOUSES



Attractive interior of the Slater shoe store, 45 St. John Street, Quebec. Ernest Blondeau is the enterprising proprietor. He has been connected with the Slater Shoe Co. for the last ten years. In a little over two years he was made manager and shortly after he became the owner. The business has since more than trebled in volume, and each year shows a gratifying gain.

they stand in the matter of profits? They go on doing business from year to year, and in the end possibly find that they have not cleared up a competence or have been forced to assign. They thought all along that they were making money, whereas they

not realize it. Any jay can do business at a loss, but it requires a prudent and even shrewd retailer to make money nowadays.

Mr. Leever says in part:—

A manufacturer of store equipment recently caused a ques-

TABLE FOR FIGURING NET PROFITS

If your cost of doing business figured on sales is represented by one of these figures

And you mark your goods at one of these percentages above delivered cost.	%	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%	20%	21%	22%	23%	24%	25%	
	25	10	9	8	7	6	5	4	3	2	1	00	1 loss	2 loss	3 loss	4 loss	5 loss	
	33½	15	14	13	12	11	10	9	8	7	6	5½	4	3	2	1	00	
	40	18½	17½	16½	15½	14½	13½	12½	11½	10½	9½	8½	7½	6½	5½	4½	3½	
	50	23½	22½	21½	20½	19½	18½	17½	16½	15½	14½	13½	12½	11½	10½	9½	8½	
	60	27½	26½	25½	24½	23½	22½	21½	20½	19½	18½	17½	16½	15½	14½	13½	12½	11½
	75	32½	31½	30½	29½	28½	27½	26½	25½	24½	23½	22½	21½	20½	19½	18½	17½	16½
	100	40	39	38	37	36	35	34	33	32	31	30	29	28	27	26	25	

Your percentage of net profit is represented by the figure at the junction at the two columns

Explanation—If your cost of doing business is 15 per cent. of your gross sales and you mark a line at 25 per cent above cost, your net profit is 5 per cent on sales—as shown in the diagram. If your cost of doing business is 18 per cent. and you mark a line at 60 per cent. above cost, your net profit is 19½ per cent on sales.

TABLE FOR FINDING THE SELLING PRICE OF ANY ARTICLE

COST TO DO BUSINESS	NET PER CENT. PROFIT DESIRED																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	20	25	30	35	40	50
15%	84	83	82	81	80	79	78	77	76	75	74	73	72	71	70	65	60	55	50	45	35
16%	83	82	81	80	79	78	77	76	75	74	73	72	71	70	69	64	59	54	49	44	34
17%	82	81	80	79	78	77	76	75	74	73	72	71	70	69	68	63	58	53	48	43	33
18%	81	80	79	78	77	76	75	74	73	72	71	70	69	68	67	62	57	52	47	42	32
19%	80	79	78	77	76	75	74	73	72	71	70	69	68	67	66	61	56	51	46	41	31
20%	79	78	77	76	75	74	73	72	71	70	69	68	67	66	65	60	55	50	45	40	30
21%	78	77	76	75	74	73	72	71	70	69	68	67	66	65	64	59	54	49	44	39	29
22%	77	76	75	74	73	72	71	70	69	68	67	66	65	64	63	58	53	48	43	38	28
23%	76	75	74	73	72	71	70	69	68	67	66	65	64	63	62	57	52	47	42	37	27
24%	75	74	73	72	71	70	69	68	67	66	65	64	63	62	61	56	51	46	41	36	26
25%	74	73	72	71	70	69	68	67	66	65	64	63	62	61	60	55	50	45	40	35	25

RULE

Divide the cost (invoice price with freight added) by the figure in the column of "net rate per cent profit desired" on the line with per cent it cost you to do business.

EXAMPLE:—If an article cost.....\$60.00
Freight..... 1.20

\$61.20

You desire to make a net profit of 5 per cent.
It costs you to do business 19 per cent.
Take the figures in column 5 on line with 19 which is 76

76) 61.2000 (\$80.52 = the selling price
608
400
380
200
152

The percentage of cost of doing business and profit are figured on selling price.

have been really doing business at a loss, but have not been able to discover the weak spot or trace the cause or source of the leak.

Wrong Basis of Figuring

The following opinion on the matter of profits and the way they are figured, which is supplied by Mr. W. E. Leever, will, therefore, be read with much interest. It shows how many different views may be entertained on the one subject, and how easily it is for a shoe dealer to lull himself into the belief that he is making money, whereas, he is merely doing business and making both ends meet, or perhaps, with the growing cost of rents, light, help, advertising, and other branches of the trade, he is really coming out at the small end of the horn, and does

tion to be printed, designed to find out what percentage of retailers figure their profit right.

The question had to be printed, of course, as an advertisement, even though it was not advertising in itself. Under the question was an offer to send a "48-page book for retailers" to any retailer who told how he figured the profit problem. Each retailer who answered the problem was also given another little book on the "Right Way to Figure Profits."

The answers aggregated about 1,000, of which 750 were wrong. It is hardly believable that 75 per cent. of all retailers do not know how to figure profits. Some of the readers of this publication will doubt the possibility of such a condition.

Here is the question: A certain article costs \$1 wholesale. What will it have to be sold for to allow a profit of 10 per cent.,

after allowing 22 per cent. for cost of doing business?

Seventy-five Per Cent. Erred

It is a very simple question—one that every retailer has to answer in his own business every day. But 750 out of 1,000 retailers answered it wrong.

The answers ranged all the way from \$1.10 to \$1.60. The majority gave the selling price as \$1.32 or \$1.34, allowing a profit of one per cent. or less, notwithstanding an explanation at the bottom of the question that the answer was not \$1.32.

A retailer in Dallas, Texas, answered like this:—

"In answering your question, will say that if you had not stated that \$1.32 was not correct, I would have put that price on the article, for I do not charge any profit on overhead expenses. But if you do, I cannot see any other way of figuring but to charge \$1.34 on selling price. Will you please send me your book and please tell me what your selling price is, and oblige."

Is there any wonder that this man was not making money? He was on the straight road to bankruptcy and going fast. But he has slowed up now, and will soon be going in the right direction.

Perhaps some of the readers of the SHOE AND LEATHER JOURNAL will think that there would be a profit in the article at \$1.34, and to make sure that they will understand this merchant's state of progress, it is well to explain why and how he was losing money instead of making ten per cent. profit as he thought.

The Right and the Wrong Way

If the wholesale price is \$1, and the cost of doing business 22 per cent, \$1.34 does not allow 10 per cent., but only 1.4 per cent. profit. On a gross annual business of \$15,000, he will clear \$150 a year, or a little better than \$12 a month. He said that if the ad. had not stated that \$1.32 was not correct, he would have put that price on the article. Selling the article at \$1.32, he would lose almost 1 per cent. instead of making 10 per cent. His trouble was that he figured his profit and the amount which he wanted to take out for the cost of doing business, or his percentages, on the cost price instead of on the selling price.

Instead of adding 32 per cent. on the wholesale cost to the wholesale cost he should have added 32 per cent. of the selling price to the wholesale cost. The wholesale cost is not something to be added to, but a portion of the selling price, in this instance, 68 per cent. of the selling price. If the wholesale cost is 68 per cent. of the selling price, then the selling price is evidently \$1.47; instead of \$1.34, or \$1.32.

Where Difference Comes In

If the cost of doing business is figured on the selling price, that is, 22 per cent. on the gross amount of business done during the year, the cost of selling the article is not 22 cents, but 32 1-3 cents.

If 10 per cent. profit is desired on the selling price, it is not sufficient to add 10 cents to the cost price. Instead, 14.7 cents, nearly 15 cents, must be added.

To prove this, take 22 per cent. of \$1.47, which is 32.34 cents, and 10 per cent. of \$1.47, which is 14.7 cents. Add these to \$1 and you have \$1.47.

A druggist in Alabama said: "If my cost of doing business is 22 per cent., and I wish to make a sale to bear 10 per cent. profit, I should figure it this way:

Cost and cash.....\$1.22
 Profit at 10 per cent..... 12.02

Selling price\$1.34

"I would, therefore, sell for \$1.34 all articles invoiced at \$1 for 10 per cent. profit. Am I correct?"

He is incorrect. As stated before, instead of making 10 per cent. profit he would make a fraction over 1 per cent.

A Canton, Ohio, dealer in clothing and furnishing goods

figured the problem in exactly the same way, with the same result. So did a boot and shoe house at Goshen, Indiana.

A dealer in a town in Illinois gave a little different solution, getting very near to the correct method. He deducted 22 from 100, leaving 78. This 78 he construed as being 78 per cent. of the selling price, less his profit.

Figuring It Two Ways

If \$1 is 78 per cent. of the selling price, the latter, of course, would be \$1.28, which he labeled as the selling price to cover the cost of doing business.

Then he deducted 10 from 100, leaving 90, and labeled \$1.28 as 90 per cent. of the selling price to cover profit. \$1.28, of course, is 90 per cent. of \$1.42, which he gave as the answer.

He made the mistake of taking his percentage for the cost of doing business out of one sum and his profit out of another. He should have taken both percentages at the same time.

Here is a letter from the manager of the McAlister Company of Oregon, Ill.:—

"We always figure our profit on the selling price, which is the only proper method, as follows:

"From 100 deduct the percentage of profit desired, and divide the remainder into the wholesale cost of the goods.

"The quotient will be the selling price.

"In this case we desire to make a profit of 10 per cent. over the cost of doing business at 22 per cent.

"We take 32 per cent. from 100, leaving 68. Divide this into 100 and we get \$1.47, the selling price, which will show you the desired per cent. of profit."

Result Was a Revelation

A letter from A. D. Hogan of Glen Village, N.Y., reads:—"Your question, entitled, 'What is the Selling Price,' attracted my attention.

"I picked up my pencil to work it out, but it did not come. Then I took a sheet of paper and went at it with the result given below. It was a revelation to me.

"The figures applied to everyday sellers in my own stock proved that many articles were only returning a bank interest profit. It was a surprise to me."

Then he goes on to figure it out for us in the following very sensible way:

Let the selling price equal..... 100 p.c.
 Deduct for cost of doing business..... 22 p.c.
 Deduct for profit..... 10 p.c.

Cost is 68 per cent. of selling price.....68 p.c.
 Then 68 per cent. is.....\$1.00
 1 per cent. is..... .0147
 100 p.c. is 100 times .0147, or..... 1.47

"I wish to thank you for bringing the matter of profit to my attention in such a forcible manner."

The cost price of an article is not a thing to be added to. It is a per cent. of the selling price.

FILLED WITH GOOD POINTERS

Please find express order, \$1.00, to cover my statement for SHOE AND LEATHER JOURNAL, 1912.

Allow me to compliment you on the splendid paper that you are now turning out. I am looking forward for each copy, as I always find some good pointers that are helpful to me as a traveling salesman.

As a favor, I would ask you to send my copy care of Canadian Consolidated Rubber Co., Ltd., Saskatoon, Sask.

Yours respectfully,

Thos. J. Spence.

Saskatoon, Jan. 22nd, 1912.

The Editorial View Point

A STEADY TRADE OUTLOOK

Business for the past two weeks has slackened off in some lines amongst dealers whose stocks are now fairly well cleaned up in staple lines. Travelers report an active demand for "sorting up" lines, and those who have been out for fall orders claim that the amount of trade is somewhat ahead of the same period last year. Money is not quite as plentiful in some quarters, although the movement of grain has been rather better. Snow blockades have interfered to no little extent lately with business conditions, and while everybody seems satisfied with the "old-fashioned" winter, there will be a general satisfaction when spring begins to open up.

TOO MUCH SPECULATION EVIDENCED

With the quick fortunes that are constantly reported as being made these days by speculative ventures, business men are more persistently tempted than ever to leave the path of steady business endeavor for the uncertainties of real estate or stock enterprises. The unsettling effect of present conditions can hardly be over-estimated. Dissatisfaction and uncertainty are taking hold of old as well as young and proprietors as well as employes are finding ordinary business "stale." People seem to forget that where one man makes a "strike" in these side schemes a score or more "get in wrong," to use a common expression. We need just now in Canada a little plain talking on the fever of speculation that is taking hold of business people.

THE TENDENCIES IN FALL STYLES

Some houses are out with fall samples, but most of the manufacturers as well as the jobbers will not be ready for some time yet. No remarkable features have developed so far, although some modifications and innovations are noticeable in the samples. As we predicted some time ago, there is a decided tendency towards English shapes amongst women's as well as men's goods, with quite a sprinkling of fancy welts and upper ornamentation. In fact for fall lines the disposition towards novelty and even freakishness is more marked than many would wish. Manufacturers and wholesalers generally report a good sorting trade, and quite a few additions to spring orders on account of the depletion of retail stocks. Payments for February were up to the average, but not as good as some manufacturers hoped.

STARTING IN THE SHOE BUSINESS

A good start in the shoe business is often the secret of success. To stock up heavily with various classes of goods and to assume too burdensome obligations at the outset is frequently a serious handicap. It has been said that goods well bought are half sold, and it may, with equal veracity, be asserted, that a favorable beginning is equally as important. Two competitions on how to start a boot and shoe business on a cash capital of \$1,000, and also a capital of \$2,500, for which valuable prizes are being offered by the SHOE AND LEATHER JOURNAL, are arousing much interest among the trade in general. The conditions of the contest appear on another page, and all who take part should have their contributions reach this office not later than March 20th. It is desirable that retailers, salesmen and others should do some thinking along the lines indicated and tell the public how they would enter the trade if they had to make a

start on a cash basis of the amounts named. A number of entries have already been received. These show that thought, originality and judgment have been brought to bear on the subject. We would like contestants to take affairs as they exist in their own towns, or in others, with which they are familiar. We desire ideas and pointers, rather than literary style or attractive essays. The matter will be put in good newspaper shape, and when it comes to awarding the premiums, those efforts, which are the most helpful, instructive and practical, will be given preference to ones of a too general and non-committal character. Get down to details, and tell how much you would invest in the various grades of shoes, rubbers, findings, etc., as well as what sums you would expend for rent, fixtures, advertising and window displays.

WILL LEATHER GO STILL HIGHER?

There has been a good movement in leather on account of the finishing up of the season with manufacturers, and quite a few contracts have been made for fall requirements. While shoe manufacturers admit that the market is strong, they claim in some instances to have been able to close at satisfactory figures. Tanners, however, stoutly maintain that they are getting what they ask, and are intimating that the market is not yet as high in some lines as it will be. Taking it altogether, leather conditions are decidedly firm, and there seems little chance for any immediate relief so that manufacturers of shoes are all figuring on higher costs. Hides have been contracted for well ahead at the ruling prices, so that it looks as though tanners had given up hope of easing conditions.

FIRMER PRICES FOR RUBBERS

Manufacturers expected to be out with the new season's lines before this, but doubtless have been holding off to find what their competitors were about. The reduction of between nine and ten per cent. in the American list was rather a "stunner," and had no little to do with holding back actual operations here. It is urged by manufacturers here, however, that comparatively speaking, our prices are lower than the American, taking into account the increased cost of materials and production on this side of the boundary. Be that as it may, the consensus of opinion seems to be that prices should go up rather than down in Canada, and the new quotations show about five per cent. raise on the average. The local manufacturers seem to have reached a more or less satisfactory understanding on this score.

ARRANGE FOR SPRING OPENING

Retailers who are alive to the opportunities and necessities of spring trade already have their plans well matured for a vigorous campaign. The spring season is the most important in the year for the shoe retailer, as a very large proportion of his trade is done in the next three months. It does not do these days to leave possibilities of such a period to haphazard methods. With window displays, store arrangements and advertising methods to get in shape, aggressive dealers have found February a month of quiet activity and the first warm weather is eagerly awaited to inaugurate operations. With the steady cold weather that has prevailed, there ought to be an early and decided ushering in of spring.

Blaming Shoe Retailer for Getting an Improper Fit

Certain Persons Secure Goods on Approbation and Censure the Merchant—Some Views on Trade Matters by a Live Western Shoeman—A Thorough Believer in Premiums and Judicious Use of Printer's Ink

"The approbation business is the bane of the average shoe retailer, and we do not encourage it," said Mr. Wm. C. Allan, proprietor of the Quebec Shoe Company, Winnipeg, "still we are forced to send three or four pairs out on approval sometimes. As a rule such goods are used roughly, and the customer does not get fitted properly, and then the store is very often blamed for the imperfect fit, when the members of the staff really have had nothing to do with the fitting at all.

"We practically do a cash trade with a very limited credit.

a year, and certainly not less than two and a half times. He thinks in the matter of profits, that the percentage should be based on the selling price, especially as you take into consideration rubbers childrens' and infants' shoes, felt goods, and other lines on which the profit is often cut considerably. The firm believe in advertising liberally, but think that such expenditure should have judicious oversight. They use space in the daily papers, and also in five weekly papers of a foreign tongue, which are printed in Winnipeg. At different times during the year the Quebec Shoe Co. always have



An interior view of the Quebec Shoe Company's store in Winnipeg.

but we have decided to extend no more credit, except to those who were on our books at the beginning of the year. Our business year begins on February 1st. Trade has started off with a very satisfactory promise with us, and we believe that our record for the coming twelve months will exceed that of any preceding period for the same length of time."

The premises of the Quebec Shoe Co., are attractive and inviting. The length of the store, which was established early in 1908, is 110 feet, the width is 25 feet, and the ceiling 17 feet. The front, a cut of which appeared in the last issue of the *SHOE AND LEATHER JOURNAL*, is an effective one and well adapted for display purposes. In this issue is presented a view of the interior of the establishment.

Mr. Allan believes that stock should be turned over three times

something useful for the boys and girls, which they give away as premiums. They find this kind of publicity very profitable. At the end of each year they also send a dainty hand-painted calendar to their customers.

Four special sales are held during the year, which help to get rid of all odds and ends, or "stickers" as they are frequently called. These sales are successful, because the firm do exactly as they state, and never misrepresent any of the lines contained in the announcements. They do just as they advertise. "I believe," said Mr. Allan, "if a house cannot or does not live up to its advertisements, it would be far better for it not to advertise at all."

Travelling goods of all kinds are handled, and a fine trade has been worked up. These requisites are neatly displayed and yield the store a good profit.

Clerks Should Be Taught Anatomy of the Foot

The Cause and Cure of Bunions—Over One-third the Population Suffer From Distorted Toes—Badly Fitting and Improperly Shaped Boots Responsible—Exaggerated Heels a Contributing Cause.

By W. M. SCHOLL, Orthopedic Specialist.

Leading shoe dealers in Canada are now having their clerks educated on anatomy of the foot, so that when customers come with their deformities, such as bunions, with the proper appliances and devices on hand, relief can be secured at once and a handsome profit made on the sale. Soon a reputation is gained by being able to overcome instantly the pain and annoyance of the bunion and curing it permanently.



The bunion is one of the most common and troublesome ills brought to the notice of the shoe man, which is authoritative by those who come in direct contact with the feet and take enough interest in their work to notice the different kinds of feet to be fitted. To one not afflicted and not accustomed to making foot examinations, it is a matter of considerable surprise to learn that over 50 per cent.

of the population of Canada, who have not attained their majority, are troubled to a greater or less extent with enlarged toe joints, and over one-third of the population are absolute sufferers from bunion or distorted toes. The majority of such sufferers are not confined to persons who have reached middle life or to those of advanced years, as it may seem, but include many children of school age.

Here, we arrive at the cause of the bunion in a majority of cases. It is not inherited, as a great many persons say. When asked about their bunions, they advise: "Oh, I was born that way." That concludes that the deformity is inherited, but by referring to authoritative medical works, we find that there is but a small per cent. of the bunion deformity inherited.

The Cause of the Bunion

Bunion, or Hallux Valgus, is a deformity of the foot caused by subluxation outward of the great toe, as the figure here plainly shows. I find in my professional work that very few persons really know the first meaning of a bunion, many thinking that it is merely a corn or a slight external gathering or growth. The great toe is crowded over towards the center of the foot and greatly interferes with the other toes. It crowds either over or under the second toe, the former most frequently in the writer's experience. This deforming continues sometimes gradually and continuously, until finally an inflammation sets in at the joint or the bones of the great toe, the phalangeal, joined with the bone of the instep, the metatarsal, the bunion forms over the inner side of this joint, the cartilage is affected, and the bursa is inflamed and enlarged. The inner lateral ligaments are then greatly lengthened, while the outer ones are contracted, thus the ligaments and tendons do not respond and are therefore unable to draw the great toe to its natural position. When the bunion is once formed, the motion at the great toe joint is very much limited, and in advanced stages the flexible one is changed to a form of awkward shuffling.

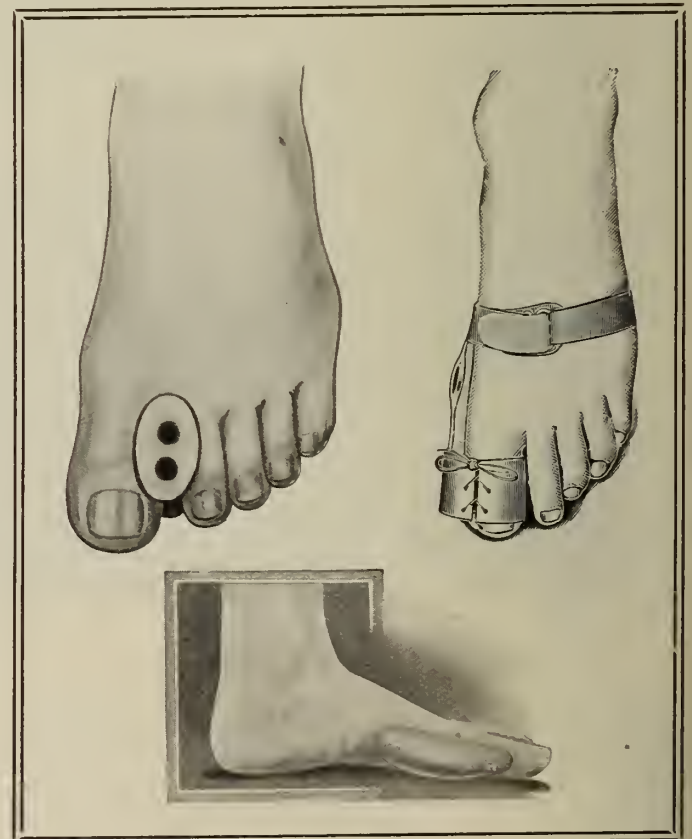
Strange to say, the deformity occurs mostly in women. It is also most noticeable, not only in the middle classes and those who buy cheaper footwear, but also among the classes who have patronized to a greater degree custom boot makers.

A vast majority of cases are undoubtedly due to badly

fitted and improperly shaped boots or shoes. Fitting the shoe too narrow, so as to interfere with the natural action of the inner lateral ligaments, or the tendons' natural action and position of the great toe seems to be the most prevalent cause. Narrow toed or pointed toed shoes have done and are still doing their mischief by preventing the toes of the foot straightening out as nature intended, and on the other hand, by compressing the fore part, weakening the controlling tendons and really distorting the shape by actual pressure. I have actually seen shoes stretched away out of shape because the toes were too wide, and effected too much pressure on the upper leather and lining. Only where the upper was reinforced by the stitching of a toecap would it hold the natural shape of the shoe.

Effect of Exaggerated Heels

High and exaggerated heels worn on pointed shoes have done their damaging work. Each step the person would take this high heel jams the foot forward, and practically the entire weight would be borne on the tiptoes. Persons with large feet would often buy and be fitted with shoes one to three sizes too short, and it is not infrequent that I find high grade shoes fitted two sizes short, simply because that special foot required a long, narrow shoe, which the dealer at that time did not carry in stock in the particular style.



Very often bunions are associated with flat-foot. A big majority of bunion feet are flat-footed, and I can only account for this by the fact that the controlling muscles and tendons are affected, weakened, stretched or shortened by the structural change in arch—the shortened tendon draws the great toe outward towards the center of the foot. In walking the ball of

the foot is forced forward and out and the shoe not properly made or fitted will cause a pressure or irritation that will soon develop inflammation and swelling that will start a bunion. A bunion once started grows with a great rapidity and soon produces a deformed and unsightly foot, unless the proper correction is immediately brought into action.

The Cure For The Evils

The usual treatment for bunions is to apply a medicated plaster, salve, ointment, or a soft pad with a round hole opening. Experience has taught most of us that such treatments are wholly inadequate and perfectly useless, and, in fact, in many cases really harmful. The reason for this is easily arrived at, and before the effect can be removed the cause must first be done away with. In our orthopedic work we endeavor to remove the cause and then endeavor to correct the trouble. At first the sufferer must be induced to wear a suitable shoe. What I mean by a suitable shoe is plenty of width across the ball and bunion joint—then, with sufficient width at the toe, and with the inner side of the shoe on a straight line with the centre of the heel, will give you plenty of room for the great toe to resume its natural position. It is unfortunate, however, that persons afflicted with bunions have a weakness for wearing tight shoes and too narrow at the toe, and I find it very difficult to induce them to make a change. The seriousness and importance of wearing proper shoes should be properly brought to bear upon the mind of the sufferer of the bunion.

Should Wear Proper Stockings

Then, the next step to be taken is to see that the proper stocking is worn. It seems strange how manufacturers of hosiery are forcing upon the public narrow toe, pointed sole sock or stocking, which in itself is apt to cause deformity if worn short. Bunion feet should wear right and left hosiery if possible, but still better, with a separate toe for the great toe, the same as the mitten for the hand. Then by using wadding between the great and second toe, to give a slight outward pressure to the great toe, endeavor to induce it to a somewhat normal position. I have found it so difficult to have my patients use cotton or wadding that the invention of a "Bunion-Right" was brought about.

The device, as shown in illustration, is made of a pure para rubber, has a top and bottom shield and two cylinder discs or tubes, and when placed in position the tubes cause just enough pressure to give the toe an opportunity to straighten. The top and bottom shields prevent the device from working out of place, and it thus can be worn during the day in the ordinary size shoe. As the cure progresses after a few weeks' wearing of the device a sponge rubber filler is inserted in the tube to afford more pressure and correction. After this is worn for some time, a second correcter of a solid material is inserted in the tube. This is for correcting the cause of the bunion, the crooked toe.

Wearing Appliance at Night

In addition to wearing this device during the day, the person should wear at night the orthopedic appliance, known as an "Anti-Bunion Spring," as I find in a great many cases where the deformity is of long standing, and has existed for considerable time, a more corrective measure is required in bringing about a permanent cure. The "Anti-Bunion Spring" is, therefore, the article to be worn at night, and is worn as illustrated. This mechanical appliance acts as a lever in drawing the greater toe to its position.

It consists of a light German silver spring extending from a point forward of the scaphoid bone back of the bunion along the inner side of the foot, to the end of the big toe. Opposite the joint a hole is made in the spring to avoid pressure on the bunion, and the entire spring is padded with pure, soft wool felt. There is a strap for fastening the spring to the foot about the instep, which should be drawn quite snugly to compress the me-

tatarsal joint. At the point of the toe is a small strap with lacing so that it can be adjusted from time to time, and more pressure brought in drawing the great toe over to its position. This device is to be worn with a loose, comfortable shoe, and will give great relief in that manner.

Will Resume Natural Position

It is especially recommended that the "Bunion-Right" be worn through the day and the spring appliance worn at night. No time is lost in that manner, and the tendons and ligaments will resume their natural position, but fitting the deformed foot with a shoe is a very difficult procedure, and in most cases a most unsatisfactory one, especially so, where there is a large bunion or growth at the joint. It soon misshapens the shoe, making a very unsightly appearance and the pressure of the upper leather on the apex of the joint causes great pain and suffering.

For these cases, I recommend the use of a "bunion-reducer." This is made of a pure para gum and comes from virgin trees along the Amazon, the texture of this gum being much finer and more delicate, and said to contain none of the by-products which cause the heating of most rubber. This is then compounded with refined medicaments and vulcanized into a shield properly designed, after many plaster paris casts had been taken from various degrees of deformity and different sizes.

Do You Live Up To Your Guarantee?

If you make a guarantee live up to it by all means, no matter what business you are in. If you state satisfaction assured or money refunded see that you do not digress. The prestige and reputation of a shoe store rests in living both in letter and spirit up to the guarantee. There is a moral in this.

Two travelers got talking over the matter the other night and one told of how money was refunded by a certain firm and no questions asked if the buyer desired to return the goods. There was no obligation at all about the thing, and the rebate was cheerfully complied with in every instance.

"I know that it's true of a certain tailoring house," remarked one man of the grip. "I saw flaming advertisements in the press, and a friend of mine said that he was going to order a suit there, as the clothing concern make it a part of all contracts—money back if not satisfied. He ordered a tweed of a kind of pepper and salt pattern, and, when he got the goods home he did not care for the appearance of the garments. They fitted all right, but he determined to test the guarantee to see if the firm really meant business. Now, this company send out inquiry cards after each sale, asking if the clothes were delivered on time, if they fitted right, if they were satisfactory in every particular, etc. He answered that they were not satisfactory, and the adjuster came up to the house the next evening.

"What is wrong, and can we be of any service in rectifying matters?" he inquired. The purchaser said that he did not want the clothes and would volunteer no further explanation.

"The adjuster said, 'All right. Here is an order for you to present at the office and get back your money. We will send up for the suit to-morrow.'

"This was done, and when the dissatisfied buyer came home with the cash his wife was astonished that they had not tried to sell him another suit or replace the goods with something else.

"Speaking of the matter my friend said: 'I know that it was a rather scurvy trick, but I made a mistake in the selection of that abominable pattern. I was not going to admit the error to anyone. Then I had a sinister motive in view. I desired to test their widely advertised guarantee and see whether it was all buncombe and bluff or whether they lived rigidly up to what they proclaimed. I found that the warranty was genuine. Since, I have repented of my first act and have ordered two suits and an overcoat from the firm who stand by all they advertise.'"

Some Stray Shots from "Solomon"

Judgment is one of the choicest gifts that can be bestowed upon a man. When Solomon asked for wisdom we are told that the Lord gave him the other blessings of wealth and power which he had not sought. Wisdom is a rare jewel and proclaims the king among men. Yet the gift is not unaccompanied with danger. A man is apt to "set store" by his wisdom and discount the knowledge and ability of others. When wisdom gets set in its ways it becomes a menace to its possessor and to others. "Every way of a man is right in his own eyes, but the Lord pondereth the hearts." There is something needed to counterpoise wisdom and give it an even swing. Wisdom without heart may be dazzling to look upon, but it is dangerous to handle or to sit under. Not only be sure you are right before you go ahead, but see when you start you are not bumping into the Almighty or running over your fellows.

Are you one of those who rub their hands when a good man goes down? There are plenty always to gloat when a clergyman makes a false step or to say "I told you so" when some man who has been a "pillar of the church" falls before some temptation. You can tell what sort a man is from the way he reads the morning paper or picks up the gossip of the street. There are harpies who actually wallow in the misfortunes of others and who are never so happy as when they see their neighbors floundering in difficulty or disgrace. "The soul of the wicked desireth evil, his neighbor findeth no favor in his eyes." The prison and the gallows don't get half the scoundrels and murderers that walk the streets. There are men in respectable garb who, if they only dared, would hit their neighbors on the head or feed them prussic acid. "As a man thinketh in his heart, so is he." It is a crime to hate.

There are respectable thieves that despise the thug and the contrabrander. It makes a great difference in this world how and what you steal. A man was sent to prison the other day for giving a bogus cheque for a horse. There are men in the same community who by lying and cheating in stock deals are filching thousands of dollars from their fellows. We have financial nabobs in this country who smile with amusement and disgust as they read in the papers of the boat braving the Niagara river to smuggle a few Chinamen into the promised "land of liberty," but sit down with a cigar and pencil to figure how they can beat the honest game of giving value for dollars, and make a haul out of some manipulator of stocks or merchandise. "The getting of treasures by a lying tongue is a vanity tossed to and fro of them that seek death." They are in the same boat with the smuggler.

There is a big difference between hustle and bustle. Some men in business seem to put half their steam up through the exhaust. If fussiness, noise, change and bull-headedness might be considered essential, some men ought to succeed beyond all peradventure. The thing in business is to make every lick tell. It is not only necessary to hit the nail on the head but drive it. There are men as well as women who try to drive four inch nails with a tack hammer, and the process is as annoying to those around them as it is hopeless for themselves. Diligence in business does not necessarily mean getting down before breakfast and quitting at bed time. There are people who do this sort of thing year in and year out, and never seem to be any further ahead. The right kind of diligence is a combination of brains and muscle that knows when to quit as well

as to begin. "Seest thou a man diligent in his business? He shall stand before kings."

Probably down to the last tick of the clock of time there will be those foolish enough to "back" friends to their own hurt. Good nature may be all right and it may be the sign of a "good sport" to give a man a "leg up"; but the fellow who risks his name, his means and his family's happiness for the sake of being a "good sport" is worse than a fool. "Be not thou one of them that strike hands or of them that are sureties for debts." When backing a note is made a matter of friendship, better let the friendship go. A friend whose friendship depends on this sort of thing is not much use to anyone. You can pick up friends of this kind on the street when you run short. When a man gets into a hole his creditors are the ones who should help him out. They have made money out of him.

The man who is always giving way to temper is not a safe friend. "Going up in the air" is the sign of a shallow, selfish nature, and the man who gives hot heads and cranks a wide berth will have peace of mind and be money ahead. Besides you are likely to get the disease and sure to get some of the reputation if you associate with this ilk. Anger is as poor a counsellor as fear, and many a man can look back to listening to hot-headed advice as his ruin. "Make no friendship with an angry man, and with a furious man thou shalt not go." Every man who amounts to anything has a temper, and it will break bounds now and then, but there are those who nurse spite and encourage hatred until they become what is known as paranoiacs. They get the idea that everybody is after them to "do" them. Keep away from this kind of lunatic. Murder is the logical end of the disease.

Are you a good listener? The man who has learned to listen has caught the secret of a successful and happy life. You can pick up a few ideas worth while almost any day if you keep your eyes and ears open. The fellow who keeps his nose on his own plans and doesn't watch or listen to observe what others are doing, will get a few bumps as he goes along, and although bumps do some people good, they never shake a fellow of this type out of his rut. "Bow down thine ear and hear the words of the wise." Bend that stiff neck of yours and listen. Get it into your head that it is the mark of wisdom to consider other people's thoughts. More men have been ruined by this false pride of opinion than almost any other thing. When a fellow learns that it is as manly and wise to take ideas as to give them he has discovered what is more use to him than a lot of the education he spends money to get. "Wisdom is with the lowly." Put that down.

Life is full of pitfalls, and few of them are as well tagged as that of which the wise man says, "He that is abhorred of the Lord shall fall therein." "The mouth of strange women is a deep pit." The man who wrote that ought to know if anybody in this world ever did. He fell in and made a mess of one of the greatest lives a man ever had the chance to live in this world. King Solomon was wise, good, rich, powerful, far-seeing, and in every way successful until he met and fell for the wiles of the "woman in scarlet." The man who trifles with this kind of temptation is playing with death. There is more hope of a fool than of him. Give her plenty of side-walk. Better wear your boots out going six blocks out of your way than to fall into the pit which the same authority says is "full of dead men's bones."

Rubber Price Lists for 1912 Show Some Increase

The Advance Has Been Principally on Light Shoes—Higher Quotations in the West than the East—
Features Introduced in Selling Methods Last Year Continued—No Discounts for Early Placing

The new rubber price lists for 1912 are out. The quotations on the whole show an average increase of about five per cent. when every line is taken into consideration.

West of Port Arthur the figures are from two to three per cent. higher than in the East. This departure has been made owing to the heavier freight rates and augmented cost of doing business in Western Canada.

The reason for the advance in light shoes is that material and labor on this class of goods is very much higher than formerly. Many new lasts made necessary by the high toes and heels new being worn have made the item of last expenses mount up very decidedly. Moreover, the class of labor required for making these goods is very scarce and wages in many cases have advanced twenty-five per cent.

The Canadian Consolidated Rubber Co., who announced their schedule of prices on Feb. 27th, say that two new features for 1912 are a bonus for volume of business done by the retailer and increased discount for prepayment. All the moves introduced last season, namely, net prices, prepaid freight, all lines cartoned and guaranteed prices, are continued.

Owing to the difficulty which most of the factories had in getting out sorting and other orders in time during the months of October and November, when hundreds sent in and wanted rubbers at once, a special effort will be made this season to have shoe merchants place their business during March and April. The factories will then know where they are at for the remainder of the season, and can be better organized for the work required of them.

Prices this season show an advance in some of the finer lines which run on an average of about from 8 to 10 per cent. On the whole, the increase will possibly average around 5 per cent.

The Canadian Consolidated Rubber Co. announced their prices on Feb. 27th, and salesmen were sent out from the various branches to call upon the trade. The independent companies also issued their price lists during the past week, and are covering the field. All the companies doing business in rubber footwear in Canada, have practically the same quotations for nearly all lines, while some goods may differ from two to three cents per pair. On the average, on a large bill of goods the net results would be about the same. Reports so far indicate that orders are coming in very well, and the various factories look for good spring bookings.

Canadian vs. American Figures

One company will allow 5 per cent. for early placing orders, but it is understood that when this discount is deducted their prices are no lower than those which have just been issued by their rivals.

On Feb. 1st the United States Rubber Co. issued their new rubber price lists for 1912. There were no great reductions in the prices of rubber footwear, and decreases were confined to heavier goods such as first and second quality boots, lumbermen and arctics, while the prices on light wear goods remained practically the same with the added incentive of a 5 per cent. reduction on first and second quality orders placed before July 1st

next. The decrease on heavy goods was somewhat irregular, ranging from 7 to 8 per cent.

Higher Figures in the West

In connection with the price list which was issued by the Canadian Consolidated Rubber Co., a new departure is made in that on all the quotations supplied, a new price list goes into effect for the territory west of Port Arthur. From two to three per cent. more will be charged in the West in order to cover the heavier freight rates and long hauls of goods.

In the heavier goods, such as lumbermen's boots, gum stock, snagproofs, etc., the quotations are about the same as last season. In a few lines there has been an increase of one cent or two cents a pair. In the medium lines the advance has been about 5 per cent. over last year's figures, while in the very fine goods



Interior of the shoe house of the R. Tanner Co., Limited, Pictou, N.S., one of the most progressive of Eastern concerns.

made of the very best rubber, the augmented figures will be about 10 per cent. For instance, last year men's first quality, fine, plain over-rubber, which was quoted at 66 cents, is this year put down as 73 cents, in the East and 75 in the West, while women's fine croquets that went for 50 cents last year, this season are disposed of at 54 cents. Boys' rubbers, best quality, that sold last season for 48 cents, are 53 cents this season.

Summing Up of the Situation

Summing up generally, it may be said that the advance has been principally in light goods, which require the heaviest expenditure for labor, and material. Prices in Canada for these lines are below what prevail on the other side of the border. Rubber footwear was sold in the Dominion last season at a less figure than it had been any time for many years, and it is understood that some of the companies grew tired of a struggle that was unprofitable. This year business will be conducted on a basis calculated to yield a fair return on investment and labor.

It is said that there will be no price-cutting, and that each concern will seek to get business purely on the merit and quality of their goods and other arguments which may be advanced to present their claims.

The system of net prices seems to be very favorably re-

garded, and while the lists now issued show an advance of 5 per cent. generally, still changes in quotations are liable to go into effect without notice, and it is rumored that there will be another advance.

It is reported among the trade this revision of an upward character may take place before many weeks are over. In the meantime, retailers who place their orders are guaranteed delivery of goods at present quotations.

Concessions on Bulk Business

Some concessions have been made by the Consolidated Co. in the way of discounts, there being a one per cent. discount on a purchase of \$1,000 or over; two per cent. on \$2,000 or over; three per cent. \$5,000 or over, and five per cent. on \$10,000 or over, which terms have been followed by the other companies. The ordinary terms of payment are two per cent. within 10 days of Nov. 1st dating, all goods shipped during the summer months being dated Nov. 1st. Net terms are extended until the end of the year.

First and Second Qualities

Some changes in classification have been made this year by the Consolidated Rubber Co.; Jacques Cartier, Granby, Merchants and Daisy are included in first quality, while the Maple Leaf brand is placed in a separate list, and is somewhat lower than the first four mentioned brands. In the second quality are Dominion and Anchor, while Challenge forms the third grade. The independent companies have issued price lists and terms practically the same as those prevailing in the first quality, and in the second quality brands quotations are much alike.

Other features have been adopted, but there are no radical departures from last year, and in the meantime, all the rubber manufacturing concerns are making a strenuous effort to get business. It is not expected that anything exceptional will crop up, and if all the concerns adhere to their prices as indicated each is likely to get a fair share of business going in rubber shoes for the season of 1912.

Does the Commission System Pay?

Some retailers strongly believe in the P.M. commission, or "spiff" system, among their sales people as a means of reducing stock at certain seasons and getting rid of odds and ends.

"It works out admirably," remarked a London shoe merchant. "I have small discs in different colors pasted on the labels. They are very small and their meaning is known only to my clerks. Take that dark red one there. If a sale is made, of that pair of men's shoes at the price printed on the carton, the seller is allowed a quarter; dark green signifies fifteen cents; blue ten, and yellow five. We take stock here twice a year and after our inventory is complete, we know what stickers should be cleared out, and the colored discs go on the boxes. The plan proves a strong incentive for my clerks to make some money on the side or a little extra cash. They are cautioned to use fair judgment and intelligence, to study their customers, and not foist any of the P.M. stuff on persons who will buy high-priced, stylish footwear. To every establishment there come callers who are always looking for a snap, a bargain or a reduction of some kind, and, if some sound sense is shown, I do not see the slightest objection to the commission proposition. It works out in a mutually advantageous way here."

Another shoeman in the same city, when asked his views, said he never believed or encouraged such a practice. "I do not countenance the plan and for this reason," he added: "It has a tendency, in my mind, to induce a clerk to work off something on a customer which that person may not want, as the salesman knows that he may make a little money on the side. If there is anything displeasing it is to have an article foisted on you that you do not like or have cause to regret that you have bought. The chances are that you will not come back to that establishment again. We prefer to allow customers the widest latitude in the matter of selec-

tions and not urge them to buy by specious pleas or other means something they do not take a notion to. We reduce prices on lines that are stickers, sell at a fair margin, but keep things moving."

Give the Traveler Fair Treatment

"Yes, some merchants take particular delight in keeping a traveler hanging around a store for an hour or more, thinking that a traveler's time is of no value. Now, with me," said a Winnipeg shoe man, "I always give a road man prompt attention and listen politely to what he has to say. If I want anything, I go and look at his goods, but if his proposition does not appeal to me, I tell him so in a gentlemanly manner, and allow him to go about his business while I go about mine. There is no sense, honor or square dealing in keeping a traveler awaiting your pleasure or whim when you are not busy. It is far better to give him a hearing at once. I was on the road myself for a number of years before branching out in the retail line, and I know how to use a selling representative politely and considerately; at least I hope I do, and that is more than I can say of some fussy, irritable, consequential individuals upon whom I used to call in the interest of the Quebec house that I represented. If a boss treated some of his sales force in the abrupt, peremptory manner that he does certain traveling men, the former would not stay with him twenty-four hours.

An Enterprising Firm

The accompanying illustration shows the interior of the shoe department of Ludlow Bros.' new furnishing store on Dalhousie St., Brantford. Charles H. Ludlow has been in the shoe trade for six years, and is a good judge and salesman of footgear. His brother, Austin Ludlow, supervises the men's clothing and fur-



Interior of Ludlow Bros. store, Brantford.

nishing branches of the business. Their premises are 72 feet deep and 33 feet wide, being divided in the centre by a partition which runs about half-way to the front of the building. The firm carry a representative line of trunks, valises and traveling bags. The men's shoe department is to the front of the premises, and the ladies' at the rear. A well selected stock fills the shelves. The firm are in the pleasing position that, when a customer steps inside, they are able to clothe him completely from head to heel. Since removing to the larger quarters in May last the shoe turnover has been doubled.

They Should Practise The Things They Preach

A Roadman Tells of How Some Retail Clerks and Certain Commercial Men Fail to Appreciate the Worth of Canadian Made Shoes—An Incident in a London Hotel Which Proved Somewhat of an Eye-opener

"I was in a shoe store in Western Ontario," remarked a traveler for a well known Montreal factory, "when the clerks were discussing the small salaries paid by Canadian retailers in comparison to what some salesmen got on the other side of the line where the reward is double and even treble of what is handed out to the average clerk in Canada.

"One young fellow spoke up and said that he was at a loss to understand it. It was not fair, and he had a purple grouch.

"I will tell you what is the matter," remarked I. "The whole source of the complaint which you are airing is that you sell and recommend American shoes, on which your boss does not make a large profit as he would if you disposed of equally good Canadian stuff. He has to pay thirty per cent. duty on every pair and that does not count in the margin of profit. If you would hustle a little more for Canadian footwear your chief would make more money; his customers would be equally as well satisfied, and he would then be in the position to give you more generous salaries."

"I guess that you are right," remarked the young fellow after some thought. "It never occurred to me in that light before."

"I was in the rotunda of the hotel in the same city—London—and a traveler for a Toronto carpet house came up to me and said, 'Hello Tompkins, selling shoes still?'"

"I answered that I was trying to."

Read Him a Severe Lesson

"Well," he inquired, "can you tell me how it is that, as I go to Windsor and call over to Detroit every two or three months, I can get a good nifty pair of patent colt shoes there for four dollars. Yet if I buy a pair in this city I am charged by any retailer five dollars for the very same boot."

"Well, you get a five dollar shoe here," I answered. "In Detroit you get a four dollar shoe. You obtain just what you pay for."

"Nonsense," he answered. "It is equally as good value." I soon showed him that it was not. Then I sailed into him. "What are you squealing about anyway? You should be the last man on earth to talk up American goods. Why, I have just bought new coverings for the floor of my Toronto house. I paid your firm nearly two hundred dollars and made no kick. Here you are running around boasting you have saved one dollar on a pair of shoes, and a man of your standing too! Until you know as much about shoes, their build, make, quality, and wear as you do regarding carpets, you had better keep quiet."

Lays Blame on Travelers

"I made that fellow sick of his argument in a short time. I had my ire up and there were twenty-seven travelers in the rotunda at the time. It was about seven o'clock in the evening. They all traversed Western Ontario, most of them going as far as Windsor. Selling Canadian goods as they were, I wanted to test their loyalty. I went around and remarked to each man: 'Pardon me, but just to settle a certain argument, whose make of shoes do you wear?'"

"I found out of the twenty-seven men twenty-three were wearing American-made boots. To-day I venture to say that fully three-quarters of the road men, who go near the border selling various lines of goods, buy American footwear. They talk up Canadian stuff in their own arena but fail to practise what they preach.

They Think it Enterprising

"I was talking to a leading Woodward Avenue shoe merchant in Detroit some time ago. He told me that he had received a notice from a foremost Canadian shoe factory that they were going to send over one of their travelers to sell him some of their goods. They thought there should be a fine market for Canadian shoes in

Detroit owing to several thousand former residents of the Dominion living in that city.

"Do you know," he added, "that I could not sell any Canadian shoes here, even if I filled my window full of the very best lines. The people would say, Oh, I guess that our own make is good enough for us, and I would lose all my select trade."

"Yet how many Canadian stores are fond of sticking out a sign, 'American footwear.' They regard such an announcement as enterprising. Would that Canadian people were a little more loyal and appreciative of their own home products, energy and progress. They do not have to take a back seat with any in the shoe or any other line."

An "Old Timer" on the Road

There are few men in the shoe business in Ontario, and even beyond its borders, who are not acquainted with C. E. Fice, better known as "Charley." His first engagement as a traveler



was in 1886, with the late Joseph Bonnick, Toronto, who then represented the Granby Rubber Co. He was with Mr. Bonnick two years, and joined the staff of the W. B. Hamilton Shoe Co., Toronto, with whom he remained eleven years, covering the territory east of Toronto. He next went with the John McPherson Co., of Hamilton, for a number of years and devoted his attention to the Maritime Provinces and Newfoundland. Twelve years ago he became identified with J. & T. Bell, of Montreal, and has ably looked after their interests in Western Ontario from Toronto to Windsor. Prior to going on the road Charley was, in the early eighties, with Marshall Field and Co., in Chicago. He was born in Col'ourg, but for many years has resided in Toronto. He is genial and gentlemanly, and well liked by a host of friends. He can curl and bowl, and is an enthusiastic member

of the Granite Club, of Toronto. A good story is told of him. He was once in Seaforth and was about to take a train. It was raining heavily, and he gave his grip to "Billy," a very industrious porter, who never was slow about looking after road men, especially if there was a quarter hovering around. The 'bus driver was also mail carrier, and had halted at the post office opposite to receive the mail bags. Two men, rather roughly dressed, were standing outside of the hotel waiting for the conveyance along with "Billy," who held Mr. Fice's grip. Owing to the descending moisture, Mr. Fice remained in the corridor with the door partly ajar waiting for the vehicle. The driver shouted across:

"How many have you got for me to-day, Billy?"

"Three," replied the obsequious porter, "two gentlemen and one traveler."

"Just think of that compliment," remarked Charley, "and after me handing him a quarter, for him to insinuate on the public street that I was 'no gentleman.'"

The accompanying picture affords a lifelike representation of Mr. Fice in 1896.

1. How would you start a Boot and Shoe business on a cash capital of \$1,000?

Cash Prizes of \$10, \$7 and \$5 for the best answers

2. How would you start in the same line of business on a cash capital of \$2,500?

Cash Prizes of \$10, \$7 and \$5 for the best answers

Men already in business can use their own actual experiences as a basis for an article, telling how they would enter the field if they had to do it again with a capital of either \$1,000 or \$2,500.

The "Shoe and Leather Journal" should also have some good stories from young men who contemplate going into business, and who have, no doubt, figured how they would do it on a certain cash capital.

The question is: If you had \$1,000 or \$2,500 in the bank and wanted to start in the shoe business, carrying heavy, medium and special lines, rubbers, findings, etc., how would you go about it?

Tell just how you would spend your money on fixtures and stock, how you would go about your buying, what you would buy, and why; what financial accommodation you would desire and how you would arrange it; what amount you would invest in working shoes, walking boots, light goods, rubber shoes,

novelties, findings, and the various other lines that would constitute your stock. What would you set aside for rent, advertising, and "a nest egg" account.

We thought first of specifying a particular set of circumstances to govern each competition, but decided against this idea when we considered how widely different in details are the problems which confront merchants in different localities when they start in business. We would much prefer that contestants take conditions as they exist in their own towns, or others with which they are familiar.

Don't imagine that it will be necessary to write your story out in fine literary style. We don't care much if you scribble it on wrapping paper, so long as the facts are plain. We'll attend to putting it into good newspaper form. Literary merit won't count for a fraction of a point when it comes to the judging of the entries.

These Competitions will close March 20

In addition to the prize-winning stories we will publish all others that possess sufficient merit, and for each one so used the "Shoe and Leather Journal" will pay \$3. This means that every contestant who devotes some little time and study to his story is pretty sure of receiving at least \$3 for his trouble, not to speak of the benefit that such thought and calculation will bring to him personally. For any further information you desire regarding these competitions write

THE SHOE AND LEATHER JOURNAL

59-61 John St., TORONTO

13 Coristine Bldg., MONTREAL

Public Spiritedness on the Part of Shoe Merchants

Busy Retailers, Who Devote Some Time to Interest of the Community, Do Not Suffer According to Uncle Hy's Opinion—He Tells What He Will Do as Mayor for the Business Concerns of the Town

By H. M. TANDY

"I'm much honored to see ye, gentlemen," said Uncle Hy, emerging from the back of his shoe store as three of the town's foremost citizens, headed by Silas Pettibone, came in the front door in a body. "What kin I do ye fer," he added facetiously.

"We be a committee of three," spoke up Silas Pettibone. "waitin' on ye at the request of the free and independent voters



"We be a committee of three waiting on you to offer you the nomination for Mayor of Possum Centre."

of this 'ere community to offer ye the nomination for mayor of Possum Centre."

Uncle Hy's jaw dropped in astonishment. "Well, well, this is a mighty big surprise, boys. How does it come about, anyway?"

"Wall," began Silas Pettibone, "we bin noticin' that you seem to know somethin' about runnin' a store, and as we wants a live feller fer mayor, someone suggested you, so here we be."

Chock Full of Ideas

"Much obleeged to ye, gentlemen, fer the compliment, an' I won't keep ye waitin' fer my decision. I'll run, an' by ginger, I'll git elected, too, if you fellows will help. I got some idee on runnin' a town, boys. They may cost some money at the start, but we wouldn't be spending it, we'd be investin' it. There's a heap o' difference. I certainly am proud of the honor ye be conferrin' on me, gentlemen, an' want ye to hev a drink on the house." So saying, Uncle Hy went behind the counter and soon reappeared with four mugs, one of which he handed to each of the committee with the remark, "I allus keeps some of this cider on tap, so as I kin ask my customers to hev a drink without leavin' the premises."

"Yer health, Hy," said one.

"Good luck," said another.

"Here's to the future mayor of Possum Centre," said No. 3.

Uncle Hy responded with "Much obleeged," and the committee took its leave.

Go to a Busy Man to Do It

"What d'ye think of that, Billy?" asked Uncle Hy, turning to his assistant, not without some show of pride, it must be admitted.

"Of course, it's fine to think of you running for mayor, Mr. Brown," replied Billy, "but won't it take a lot of time, and you're a busy man?"

"Billy my boy," said the old man, impressively, "here's a tip from the boss. If you want anything done go get a busy man to do it fer ye. The other kind hev no time. That's what's known as a paradox, but it's jest as true as yer a foot high."

"It will be a great honor for the store, Mr. Brown," Billy continued.

"It will that—and unless I lose my guess it ain't going to make the receipts fall off any," replied the proprietor. "Here's my platform—As mayor of Possum Centre I will allus do everythin' I kin to serve the people in every way possible. Ev'ry good citizen of this 'ere community will allus find me ready to lend a hand.

And as proprietor of the Possum Centre Shoe Emporium, I will be glad to welcome any extra trade that may be attracted here by the fact that I am the High Mogul, so to speak.

Trade With the One Getting On

"It's human nature, me boy, fer people to want to trade with the man that seems to be gittin' on. There's some people as would trade here whether I was mayor or not—but there's some will think as soon as I git to be mayor, God willing, that the shoes we sell will look finer and wear longer than they used to afore I was elected. Ain't it strange?"

"Mighty strange, Mr. Brown," responded Billy. "But when you're elected you'll get a chance to start some of those improvements you have been telling me we needed in Possum Centre."

"You bet yer life, Billy, we'll improve this old town some. First thing I do, I'll hev the main street paved. Goodness knows it's needed it fer years, but none of the town officials seemed to hev life enough to git it done. An' we'll put in some more street lights, so as people kin see what's goin' on at night an' want to come down town. An' we'll sprinkle the streets an' keep 'em clean. I'll git arter the merchants to paint their places up an' slick 'em up so as they'll look like somethin'. If I hev my way we'll show the natives that a town don't hev to be as big as Toronto or Montreal to be alive." Uncle Hy walked up and down with the excitement of his plans showing plainly in his face.

Would Benefit the Retailers

"It will cost something, Mr. Brown—the taxes I mean," suggested Billy.

"Yes, sure it will," replied the boss, "but it'll come back to the storekeepers by sellin' more stuff. Folks won't buy much from catalogs when they kin walk down a nice lookin' street, into bright



Uncle Hy's first civic improvement—paving the main street.

and spick an' span shoe stores, and see the latest up-to-date footgear on the shelves at reasonable prices, no siree. An' people will find their buildin' lots goin' up in price, fer people like to come an' live in a town like ours is goin' to be. An' farmers is goin' to come in with their crops, because this will be a good place to sell stuff, an' then they'll do their tradin' here. Why it's as simple as—as—runnin' a store," said the old shopkeeper.

In the Role of Chief Magistrate

"There's just one thing that I can see that stands between us and Spotless Town," said Billy.

"What's that?"

"The election hasn't come off yet."

"Well, we'll see, Billy. But as the city fellers say 'I got a hunch' that the next mayor of Possum Centre an' the proprietor of the Possum Centre Shoe Emporium is one an' the same person.

You Should Have a Definite Buying Policy

Showing the Value of Buying in Larger Lots From Fewer Manufacturers—Cold Business Logic, Not Personality, Should Decide Issue—Good Stock-Keeping System Essential to Knowing How Much to Buy.

In a few weeks the "knights of the grip" will begin to spread out all over Canada with fall trade samples. The shoe retailer will soon have to exercise his judgment many times monthly in selecting from the great number of samples offered him, styles and qualities of footgear suitable to his trade, and his surroundings. In this task judgment is required fully as much, or even more than, experience. And this judgment is a very hard thing to acquire if the store is run on the happy-go-lucky methods only too common in all parts of Canada to-day.

Common Sense, Plus Knowledge

After all, buying judgment is simply common sense plus a minute knowledge of even the slightest details of stock movement from day to day. The shoeman who knows at any moment what is selling, why it is selling, and the minor details of the daily sales movements, is not putting nearly the same strain on his judgment as is the man with the "by-guess-and-by-gosh" methods that some shoemen, as well as other retailers, still see fit to employ. And he cannot have this detailed knowledge unless he employs some stock-keeping system that is elastic enough to record daily sales as they take place, as well as all buying that is done. And such a system must, above all else, be *accurate*. An erroneous entry here, a poor figure there, a total placed in the wrong column may mean the difference between profit and loss on a certain line, because, acting on such information the retailer may make purchases absolutely unnecessary, thus loading up his shelves with excess baggage, so to speak, and heaping up trouble for himself in future.

Simple Stock-Keeping Essential

Stock-keeping systems have been repeatedly discussed in previous issues of the SHOE AND LEATHER JOURNAL. Suffice it

to say here that one of the main essentials of such a system is a stock book—or even several—that are not unwieldy; that can even be slipped into the pocket if necessary, thus saving time in case a quick buying trip be planned at any time. While on the train, or in a spare moment on the trip, calculations can be made, and the retailer may know exactly where he stands on each and every line in his store. Of course, this presupposes careful and accurate entries of all purchases added to stock and sales taken therefrom. The reader will find such a system of stock-keeping thoroughly discussed in the December 15th issue of the SHOE AND LEATHER JOURNAL. Such a system is easily imitated, and every retailer who is in any doubt as to where he stands should remove such doubt by adopting some accurate method like this before this fall buying begins. It will probably necessitate a thorough stock-taking as a starter, and a careful record made from the results ascertained, after which it will be fairly easy to keep close track of every sale made and purchase added.

Do You Buy Scientifically?

Let us suppose that you know exactly where you stand as far as your stock is concerned. This is but one factor in the situation. Do you adopt scientific buying methods? Plenty of talk is heard these days about the principles of salesmanship—and no one needs applied salesmanship more than many shoe retailers—but on the principle that goods well bought are half sold, correct buying is even more important. And right here is where 50 per cent. of all retail buyers "fall down." Some place business solely on account of the personality of the traveler; some try to give as many small orders as possible to different firms on certain competitive lines, somewhat on the principle of an advertising manager, who splits his appropriation for certain publicity purposes into as many small amounts as possible in an effort to satisfy all the hungry solicitors who want to see the color of his money.

But is this a wise policy? The up-to-date ad. man will reply most emphatically in the negative. He studies long and carefully, picks out the mediums that reach the class he wishes to reach in the best and cheapest manner, and gives them the business. Now, why on earth should not the shoeman follow out this principle and act likewise? Forget Tom, Dick or Harry for the minute! They are all nice fellows, and they all want a slice of your business, but get away from all such considerations and down to brass tacks. What company makes the shoes that seem to suit my trade the best; that sell the easiest; that leave me the most profit, and assure me a solid repeat business? Go through your stock in order. Ask this question in connection with infants' lines, with boys', girls', misses', women's and men's shoes. Be thorough in this effort to arrive at accurate information, and be guided only by cold business logic, even if you have to shut yourself up in a cyclone cellar while you are pondering on the problem.

Big Orders Gain Consideration

When you have finally decided on your buying policy, and on the firms to which you will give your orders in the different lines, stick to your guns. It takes cold nerve in these days when so many houses are on the keen hunt after business, but as you wish for the highest success do not "split your appropriation" any more than you can help. If you buy 90 pairs from one firm rather than six 15-pair lots from six competitive firms, you will gain the good will and attention of the one firm, and you will not lose anything in the estimation of the other five, for in these days of big things, the 15-pair man is likely to receive scant con-

In Business to Make Money

It is becoming more generally recognized that the basic principle of trading is to please the customer. This attitude is, perhaps, the outstanding feature of modern development. Recent remarks from the largest retail organization in Canada and across the line read somewhat as follows, "We are in business to make money, but aside from that, and as the means of doing that, we have one sole object, to please the consumer?"

This is merely a happy phrase to many concerns rather than the bedrock of business.

Once a shoe retailer firmly recognizes this principle of the rights of the customer he can work backward. He reasons how to give the customer what is wanted in agreeable surroundings; how to maintain, protect and develop these means of service.

The idea is to make the most perfect, most efficient, most economical machinery possible.

To our mind this policy of service explains changing conditions in retailing. Distribution economy will continue to go on. It often means fewer stores in the community, but larger and better ones.

sideration in a time of business rush or delayed orders. That is only human nature.

Results of This Policy

This policy should be carried out fearlessly with every line handled. It will result in fewer left-over sizes, odd styles and bargain sales. It will also make sorting orders many times easier, and it will decrease the book-keeping and correspondence in just the proportion that the number of firms are decreased. When any concessions are to be gained, the shoeman who hands in good-sized initial and repeat orders is sure to get them. That also is human nature. It simply means that the shoeman adopting this policy makes himself more or less of a power with five or six firms, or less, as the case may be, instead of a nonentity with two or three times that many.

Knows When to Quit

One more thing is worthy of note. Even when this kind of buying policy has been decided on, it is well indeed to know just when to quit. Some shoemen let the travelers decide for them—a foolish proceeding; and then they have to resort to cancelations later on, or what is worse, hair-splitting claims as

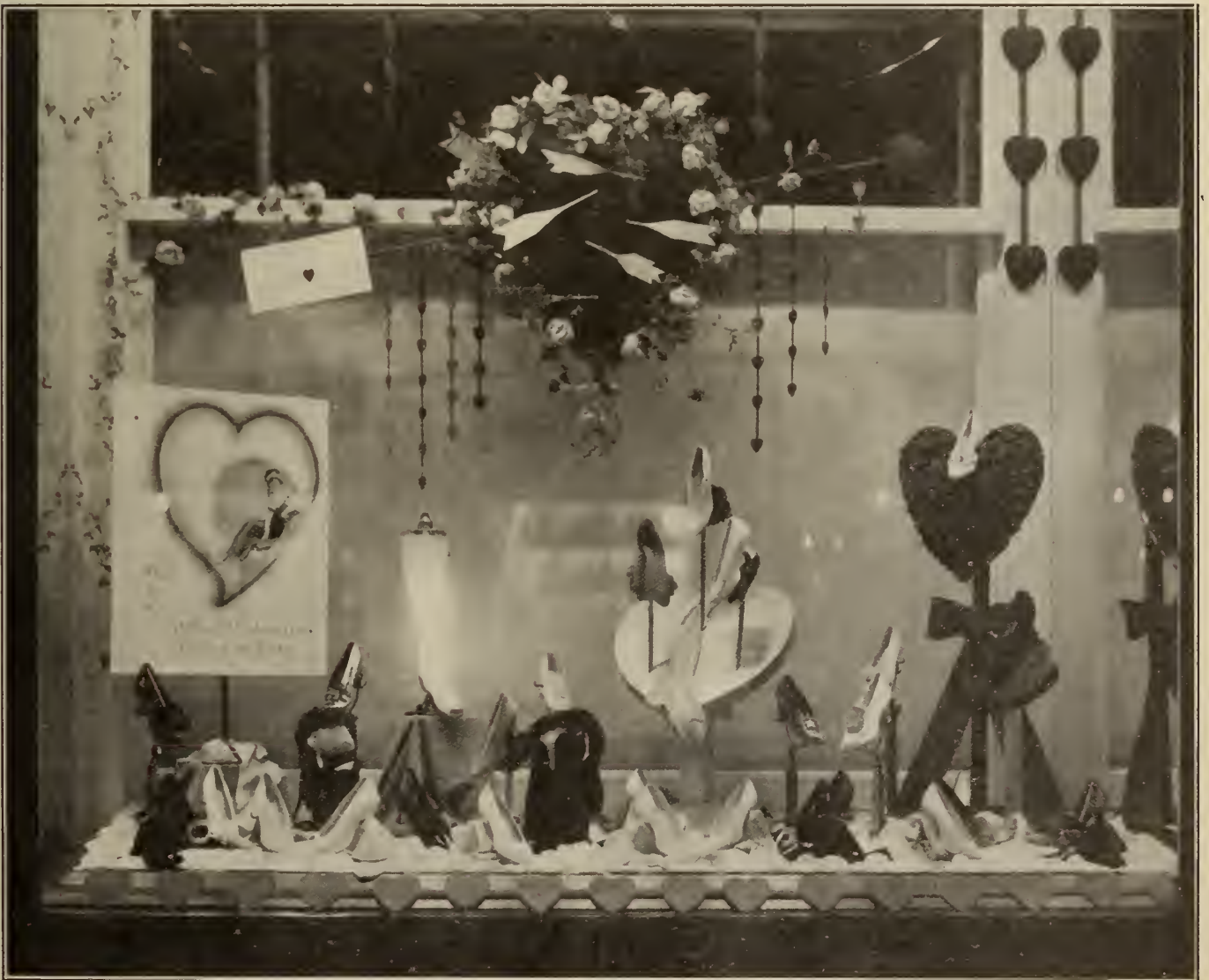
to inferior quality goods, in order to avoid tying up unnecessary capital on their shelves. To know just what one wants in any one line, both in quality and quantity, and then to carry out that policy with every line handled, is correct buying, and hence selling success.

Beneficial to Everyone

It may be objected that such a buying policy would be injurious to many manufacturing firms, as many would be cut out of present business. Not at all. That is a very superficial way of approaching the question. There are no absolutely *best* firms for all retailers in any one line. Some houses may turn out a product that suits a certain class of trade much better than others doing competitive business; the next man may suit still another retailer with different problems to handle much better, and so it goes, in all lines. Every manufacturer would get about the same business as now, but he would get it from fewer retailers in larger lots.

The SHOE AND LEATHER JOURNAL believes that a policy of this nature is in the interests of every one concerned, and will be very glad to hear from any interested party, whether manufacturer or retailer, at any time, upon this important matter.

ST. VALENTINE IN THE REALM OF SHOES



Artistic and attractive Valentine window of G. G. Gales & Co., of Montreal, which attracted a great deal of favorable comment, and was full of evening footwear suggestions.

Latest Style in Fall and Winter Shoes

(Continued from page 50)

shapes. High toes and short vamps are not going out in a hurry; but slowly and surely the flat receding toe appears to be coming back, and in his fall ordering the retailer will do well to keep his eye on this prospect. When it is a fact actually accomplished, and when "gingerbread" effects such as big perforations, freak toe caps, etc., are a thing of the past, both manufacturer and retailer will be better off—the former because of decreased lasting expense and increased output; the latter on account of better wearing qualities and increased comfort.

The "Rocker" Line Shown

One of the things that may catch on to a certain extent this season is the new "rocker" shoe. It may prove popular with a certain number of buyers, but most manufacturers have only a few samples of this production, and these are simply used to brighten up the line. One peculiar thing about the "rocker" is that a moderately high toe when built on this last looks re-



One of the newest and nattiest of men's shoes

markably elevated. The extreme point of the sole is in many cases $\frac{3}{4}$ inch higher than it is at the tread of the foot, and the concave surface of the sole is of such a nature that it is about $\frac{1}{8}$ of an inch higher at the edge than in the middle.

The Semi-High Effect

The new half-high or semi-high shoe may be described as a go-between the extreme high-cut and the oxford. It is called by some manufacturers an "eight-button oxford," and comes up just above the ankle, while the front has a very full effect, and to all appearances a button boot is being worn.

Some very high-cut button boots for women are being shown in tan and cloth, as many as twenty buttons being seen on several of these offerings. The height ranges from 10 to 12 inches. Many shoes possess viscolized soles and are generally much more substantial than what is being offered for spring and summer.

Bals Replacing Bluchers

In both men's and women's lace boots there is a tendency for the bal to replace the blucher, particularly in the more expensive lines. On all models with the receding toe, heels average about an eighth of an inch lower than last season.

The SHOE AND LEATHER JOURNAL will go further into the subject of style tendencies for fall in the next few issues, giving

illustrations and concrete examples of what the various firms are turning out. Incidentally, it will pay every retailer to note carefully what manufacturers are offering in fall styles in the advertising columns of this paper. You will thus get into immediate touch with firms that can fill your trade requirements early and satisfactorily.

Attached are presented brief descriptions of some of the lines which a few Canadian firms are featuring for fall and winter. Certain factories have not yet completed their samples, but a summary of their presentations will be given in succeeding editions of this paper.

Soft Superior Creations]

The Minister, Myles Shoe Company, of Toronto, are exhibiting a very representative range, which includes all the novelties of the season. In feminine footwear they are showing a tan eight-button oxford with high toe of the semi-high pattern, which is a very fetching creation. Another offering is the over-gaiter shoe for women, with patent forepart, nubuck quarters and lapped vamp, receding toe and Cuban heel, fancy ivory buttons straight down the side. Another of the over-gaiter effects is a button with melton top, lapped quarters and 12-8ths heel. It has a receding toe. Still another offering is a melton button shoe with rubber sole and heel with a fairly high toe, fleece lined, with leather back and front strap. It is twelve inches tall, with twenty buttons. Another line is ten inches high, with two straps and buckle at the top, made of winter calf, with viscolized sole, blucher cut, unlined, with rope stitching. In men's shoes there are several with the receding toe and flat broad heel. Samples of the "rocker" and other novelties are displayed. The better lines all carry lower toes, but the bold high toe has by no means been abandoned, and a number of models are made after this fashion. There is a liberal showing of both bals and buttons in gun metal calf, velours calf, tan Russia, winter calf and patent. The firm report that the showing in patents will be in about the same proportion as last season. Button boots for men will be strong favorites, at any rate their popularity is likely to advance.

Several Choice Novelties

The McDermott Shoe Co., Montreal, are showing a fine range of new samples in women's shoes, two new lasts, a medium high toe, with a medium high heel, and a medium high toe, low heel. A nice innovation is a McKay, 13-button Gypsy cut in dull kid, vici-kid and ooze calf. Another is a 16-button in patent, gun metal, tan calf, matt calf and black velvet top. A combination lace and button shoe in tan will doubtless be popular. It has 13 buttons and 6 eyelets, and is ribbon laced. They are showing several samples of the gaiter shoe, those with black and grey cloth tops, being especially tasteful. A good selection of kids is shown. Their variety in pumps, satin, corded and other styles is as great as ever. Another neat line is a tan calf blucher with a wing tip.

Men's High Grade Specialty

The Hartt Boot and Shoe Company, of Fredericton, N.B., write that they thoroughly endorse the policy which was suggested in the SHOE AND LEATHER JOURNAL to the effect that retailers should sell at uneven prices instead of advancing figures by half-dollars and dollars. The company declare that footwear merchants should adopt odd prices, and the sooner it is done the better it will be for all concerned. They say that it seems plain that shoe manufacturers, who wish to continue making goods up to the standard as in the past, must obtain a greater price for their products as all the makers have to bow to the inevitable, and pay more both for upper and sole stock, as the result of periodical advances since last season's prices were made. The firm declare that their policy has been for several seasons to produce a high grade specialty shoe for men only, and that

this policy will be maintained. Under no circumstances will they skin the product for the sake of producing a shoe at a price, but rather aim at a higher standard if possible, as to the quality of their creations. George H. Ferguson will represent the Hartt Company in the far West; Walter M. Jardine and L. Farewell in the central West; Harvey Graham in Western Ontario; John G. Settle, Eastern Ontario and Quebec; C. Hazen McGee and A. Fenton Kierstead in the Maritime Provinces.

A New Shoe for Boys

The Tebbutt Shoe and Leather Company, of Three Rivers, Quebec, report that they have had the best business season in the history of the firm. They have had to increase their output during the past year in order to keep pace with the "Doctor's Antiseptic" and "Professor" shoes. For the fall they report they have something new for their "Doctor's" shoes, the American and Canadian patents of which have been applied for. In hockey bals. they have some original as well as their regular lines, which are now recognized as being among the best in the Dominion. They report that the best sellers for fall and winter will be tan and black winter calf and gun metals. In boys' boots the Tebbutt Company say they are getting out a line that has been long sought after, a shoe that can not be kicked out by the average urchin. They now claim they have acquired this.

New Cushion Soles Shown

The W. B. Hamilton Shoe Company, Toronto, are showing several select lines for both men and women, leather lined and with viscolized soles. A new departure is a genuine cushion insole, made of the finest piano felt, for women, in dongola and gun metal leathers. The company are also manufacturing cushion soles for men in velours, gun metal and other leathers. A blucher box calf for men with plain quarters and tip of scalloped design with double perforations is attractive, and commanding considerable attention. Edges have wheeled effects and rope stitching on a number of productions. Gun metal, willow calf, storm calf and patent are displayed in pleasing patterns and the usual representation of buttons is seen. Toes for the most part are fairly high, with heels inclined to be a little lower and vamps about the same length as last season. Some new lasts have been acquired and all the models embody much the same characteristics as last season with soles heavier and a more liberal representation in wetproof footwear suitable for fall and winter.

Nice Things For Growing Girls

Kirvan-Doig, Limited, of Montreal, have a very representative line for fall and winter, and are showing a new range in growing girls' sizes, in gun metal calf, with cloth top, and in patent with cloth or leather top, which they expect will prove big sellers. Another choice line in growing girls is witnessed in gun metal pumps. In little gents', misses' and children's warm goods, fleece-lined, they are showing several new lasts in different leathers and trims. The firm have never presented to the trade a better or more artistic collection than they are doing at the present time. They will move into a new and commodious three-storey brick factory in Maisonneuve in August next, which departure has been rendered necessary by the constantly increasing volume of the business of this progressive house.

Graceful Fall Showings

The C. E. McKean Company, of Quebec, report that they are putting in several new lasts of the latest type and most up-to-date pattern. They are making a specialty of young men's welts, sizes from 3½ to 5½, inclusive, and are very positive that these will make a big hit with the trade. They believe that tan calf will be very popular for fall wear, and are looking for a big season in this line. C. E. McKean and Wm. Clark will carry the firm's lines west of Port Arthur; S. G. Best will represent them in Western Ontario, and J. A. John-

ston in Eastern Ontario, while N. F. Tanner and H. D. Lewis will carry their goods in the Maritime Provinces.

Some Nifty Specimens

The Macfarlane Shoe Company, of Montreal, are displaying a fine white nubuck range in infants' and children's, with square toe. In welts there are some effective offerings in infants' and children's with low heels and high cut. One particularly catchy selection is a child's red dongola top with patent vamp. In women's slippers suitable for evening wear there is a classy range, and in pumps with cross straps and 1-8 heel a good showing is made in all the leading leathers and widths, especially in vici kid, patent and white buck. The firm are also presenting a complete range in little gents', youths' slip soles, college girls' patent blucher bal. with dull calf top, misses' patent whole foxed button and other equally attractive makes.

Neat Feminine Footwear

Walker, Parker & Company, Toronto, are showing a large number of high-cut buttons for women in gun metal and willow calf, the majority carrying an 11-8-inch heel, with extension edge ornamented with cross rope stitching. Many of the high-cuts carry seventeen and eighteen buttons. Toes generally are a little rounded and wider than last year, with an absence of the swing effect and built on straighter lasts. Heels, generally speaking, are one-eighth of an inch lower, and vamps about the same length as last season. A number of buttons are shown, with black and tan melton quarters. In the new overgaiter lines there is seen a patent with cravenette top and straight side button, with back strap and toe cap, while another of the same

Will the Razor Toe Come Back?



The foregoing is an old-timer—at least it looks so—but this style of shoe was worn by many ladies and even men in Canada about ten years ago. It is a genuine razor toe and no mistake. The leather is an olive green kid and the heel is a modified French or concave. It is said that an attempt is being made by certain last makers to revive the razor toe for next spring, but as they are prolific breeders of corns and other pedal ailments, it is doubtful if the effort will meet with any measure of success. How would you like to sport a pair these days?

type with tan forepart, melton top and lapped quarters is decidedly neat. Soles are inclined to be rather heavier. Another noticeable offering is a patent fourteen-button boot on a stage last, with tip and single sole. Extreme effects are eschewed, and plain, neat shapely models are observable in all the autumn lines.

Some Neat Offerings

Lachance & Tanguay, Quebec, are showing a woman's McKay patent, short vamp, $\frac{3}{4}$ fox, Milo button, velvet top. This is a very nice shoe, with a $1\frac{1}{2}$ -inch heel, extremely natty. A new last just put in for men and boys is particularly nice, patent blucher, short vamp, high toe, dull calf top. They should strike the taste of men and boys wanting a comfortable shoe. They are strong on hockey shoes, in which they have changed all their patterns. One new hockey shoe has two straps instead of one.

In the Heavier Lines

C. B. Dayfoot & Co. of Georgetown, Ont., say that among their special lines for the coming fall season they are giving most prominence to their high cut Goodyear welt boots for surveyors, prospectors, hunters and all others who require a welt boot which will stand the hardest wear, and keep the wearer's feet dry in the wet service which that class of footwear is so often subjected. For the far north and prairie trade the firm are also featuring a line of Goodyear welt shoes with felt soles, which contain a number of decidedly new and unique features in that class of footwear.

Style Not Fads

J. A. & M. Cote of St. Hyacinthe, Que., write that they have added Goodyear welts in men's work on two staple lasts, one medium toe and one narrower. The retailer who will buy these lines will have the advantage of style without the disadvantage of fads. All of their Goodyear lines are stamped "Yamaska" Brand, which means that they are all made with solid leather heel, counter and box toe. These Goodyear lines are made in 10, 12 and 15-inch sporting bluchers, and in cotton and leather lined low cut bluchers. Apart from their new lines in Goodyear welts, they expect their regular trade in staples, in pegged and standard screw and lock stitch work, including long boots, sporting bluchers, and medium cut bluchers. A feature of fall samples is heavy sole lines in men's and boys' for the British Columbia trade, made at the suggestion of Mr. M. L. Savage, who has been attending to that trade for this firm of late years.

Some Stylish Button Lines

The Relindo Shoe Company, of Toronto, are showing among their varied lines an eighteen-button boot for women in nubuck on stage and pup lasts, with bird's eye buttons. The selections for fall and winter evidence an increasing number of button boots. A tan overgaiter with tweed top on a stage last and a patent leather overgaiter with moire silk quarters on a knob toe are fetching samples of good, stylish shoemaking. There is also an eighteen-button boot with a two-inch heel in gun metal, tan and other leathers. A matron's shoe, in Goodyear and McKay, with cushion insole and flexible sole is something new and neat. Another shoe of distinction is a patent with inlaid pearl buttons and short fore part, with black and white stripe top and white thread stitching. A grain kip Napoleon blucher with scalloped top is a winner. A patent leather button with white buck top, and a black ooze button are among the other snappy lines for miladi's wear. A preponderance of the offerings for fall are in button and tans, with the usual average of other leathers.

Classy Custom Shoemaking

The Regal Shoe Company, of Toronto, who have completed their fall samples, certainly show some classy custom shoemaking. Naturally, the models for fall are of the heavier type. The salient points are lower, broader, receding toes, and heels of 10, 11 and 12-8ths; 14 and 15-8ths heels will not be

numerous. The samples for the most part show the straight, custom-shaped last with all frills and furbelows left off. Many have slip soles, and others full double soles. The Regal Company have four new lasts, and the distinctive difference is in the width of the toes. The showings for fall are in smooth king (gun metal effect), board king, patent, and the usual number of tans which are not too light in color. A large proportion of the showing will be in buttons, and the remainder in bals. Comparatively few bluchers will be turned out by the factory here. All the lines for fall evidence smooth shoemaking and possess straight whole vamps or full plain quarters. The conservative medium, quiet effect is noticed in all the Regal creations.

Roomy Toes For Boys

Williams & Son, who are now established in their new factory at Milton, have got well under way, and are turning out attractive samples in little gents', youths' and boys' shoes. They have put in several new lasts, one of which has the swing effect, with fairly high toe while another is of the orthopedic type with broader toe. Some new perforations are shown in their fall samples. The firm make only rivetted and McKay work. They also turn out a number of girls' shoes. The showings for fall are in velours, box calf, kangaroo, dongola and pebbled leathers.

Look For a Good Season

The Fraserville Shoe Company, which has been 27 years in business, was promoted by Mr. A. Lemieux, who first represented Z. Lapierre, of Montreal, in the Maritime Provinces for seventeen years, and then went into business as a jobber. In 1910 he formed the Fraserville Shoe Company, of Fraserville, Que., and was appointed manager. They have put in some new lasts which do not differ radically from the styles of last fall, being on a broad, common-sense principle. Their brand for women is the New York style, and for men the Albany. Their travelers for the coming season will be: M. M. McDougall for Cape Breton, and W. F. Tanner, Prince Edward Island; H. Lewis for Nova Scotia; A. Lemieux, Jr., for New Brunswick, A. H. Dionne for South Quebec, and J. Lessard for North Quebec.

Unjust Claims on Manufacturers

"The other day we had a pair of patent leather shoes returned to us by a retailer who asked that we make good the pair. We found," remarked a Toronto shoe manufacturer, "that the fault complained of us was not ours at all. The boxes in the toe had gone soft owing to excessive perspiration. The wearer, we learned on inquiry, had suffered from intense sweating of the feet all summer, and the water had literally oozed through the leather, rotting it. Naturally, the boxes, being made of sole leather, would undergo the same thing as sole leather does when placed in water—become soft. The shoes had been worn at least three months, and we did not see our way clear to replace them. The cause of much of the trouble and misunderstanding of to-day results from the retailers lacking back-bone. A customer goes into them and has a grievance which is frequently not a just one. The dealer, fearful of losing a good patron, blandly remarks, "Leave the footwear with me. I will send the goods back to the factory and think perhaps I can secure a new pair for you." If factories granted all the claims made upon them they might as well go out of business at once. Shoes are subjected to all sorts of strain, stress and hard usage, and, while a moiety of the demands may be just, there is much that the manufacturer is in no way responsible for. We honor all reasonable claims, but do not guarantee that shoes will last forever and a day."

Because a customer does not see things as you do is not necessarily evidence that he is wrong.

The scrappy salesman may win some arguments, but he will win mighty few customers.

Shoe Traveler Who Tried to Please Everybody

How He Landed in a Western Ontario Town, Sought to Stop at Two Hotels, Had to Act as a Porter, and Get Down on His Haunches to a Retailer—He is "Wiser" Now.

"Yes, I have had some funny experiences on the road," remarked a Toronto traveler who has been selling shoes for close onto thirty years. "Our firm got word from a man some years ago, a resident of a town near Berlin, Ont., who was about to open a shoe shop. He asked that our traveler call on him. We could not get in connection with our regular man, and accordingly I had to make a special trip. I was unacquainted with the town. I did not know the hotels and had no chance to ask any one what was the house at which the 'boys' usually stopped.

"When I got off at the station, I heard a lusty chap shouting out a certain hotel which I will call the Standard. I went up to him and asked what was the commercial hotel of the place.

"I keep it," he rejoined, "come right along with me."

"I went with him but soon doubted the wisdom of my course. This incident I vividly recall. When I got inside and signed the register, I inquired if Jones, our regular man, stopped there. The proprietor hesitated and finally said that he did.

"Has he been here lately? I asked.

"Yes," he answered, "only a few days ago."

I Knew He Was Lying

"I looked back over the register but could not discover his signature. I believed the fellow was lying at the time, but I did not care to say so. The house was an old ramshackle one and I thought, now that I am here I will have to make the best of it. I went up street and called on the new retailer, telling him that I was taking the place of our regular man whom we could not locate. Just then he asked me where I was staying, and I told him at the Standard. He said all right and told me to get my samples unpacked and he would be down after dinner to look them over.

"On my way back I passed a fine, new, neat-appearing hotel, and outside stood a traveling friend of mine.

"Hello, Thomson," he called, "are you lost up here?"

"No," I answered, and told him my mission.

"Where are you staying?"

"At the Standard."

"Good gracious! How did you happen to land in that joint?"

"I informed him how it came about. He remarked: 'Come in here. This is the spot. I will introduce you to the proprietor, who is a friend of mine.' I went in, became acquainted and looked at the sample rooms, which were clean and attractive.

Consented to Change Hotels

"I finally said that I had registered at the Standard, but had my checks for my trunks in my pocket and my grip was down in the office.

"Look here," I observed. "If you care to go down and get my grip from the Standard and make arrangements to haul my trunks up here I will gladly change."

"The proprietor of the new hotel said he would, and I became a guest at the Royal.

"The Royal boniface went down to the Standard, and after a lively altercation, got my grip, but he almost had a scrap to secure it. My trunks were soon up from the depot and I had my lines all unpacked ready to show Jennings, who was to call in the afternoon. I enjoyed dinner and went out for a short walk. I met Jennings and another man, to whom he introduced me, going down to the Standard. I then told them that, since making the morning call I had changed houses and my samples were over to the Royal. Jennings and his friend held a whispered consultation, and finally the former said:

Between Two Trying Positions

"Well, I will never go into that hotel—the Royal—I have no use for the place. You should have remained at the Standard.

No sir, if you want me to inspect your shoes bring them down to the Standard, or no order from me. That is final.'

"Now I did not want to lose the business of this new shoe retailer, and I was in a quandary. It seems that the man who was with Jennings was a relative of the landlord of the Standard. He had been in the shoe business once himself and was going to help Jennings make his selections. He had induced him to utter his ultimatum about not going to the Royal—for you know that blood is thicker than water.

"We threshed the whole thing out on the street for nearly an hour, but Jennings was obdurate. I saw that I would have to remove my trunks back to the Standard or go home without any business. I finally went back to the Royal, and explained to the proprietor the peculiar predicament that I was in. He listened but was not sympathetic. I then went down to the Standard and told that hotelman that I had changed my mind and would stop with him after all. He was angry at my leaving in the first instance, and declined to send for my trunks, and the rival hotel also refused to help me to take out my paraphernalia.

"There I was between two fires and could not engage a rig of any kind. I knew not what to do, but finally I discovered an old farmer. He had brought some produce into town and I told him if he would take over my trunks from the Royal to the Standard I would give him a dollar. He was rather reluctant in regard to undertaking the task, but eventually replied that if I would help him he supposed he could do the job.

Traveler Held Farmer's Horses

"It was raining at the time and we drove up to the Royal. I had to hold the horses by the head while the farmer went into the sample room and hauled out my trunks, which I had repacked. Finally we got them into the democrat wagon and went down to the Standard where, we had to carry them into an old, dingy, dirty room.

"Then Jennings came down, but it was late in the afternoon. There were no electric lights or gas in the building. I begged a light from the proprietor. He gave me an old, smoky, greasy coal oil lamp and an evil smelling lantern. Then the retailer and myself examined shoes for some hours by the misty rays of the lantern and lamp, on tables that were about to topple over and amid surroundings of the stuffiest and most unhealthy kind.

"I secured a very good order from Jennings, and took the first train back to Toronto. I never went to bed for fear that 'bed bugs' would eat me alive, and a madder, more unnerved man you never saw after my experience.

"I was green and impressionable in those days, but I have changed my tactics now and select what hotel I please. If a shoe merchant does not care to come there and view my samples he can stay away. I want no such a trying, brow-beating experience as I had in that Western Ontario village. One dose of that kind is enough for me. I know what hotel I am going to stay at now before I land in a town, and there I remain. I do not act as porter, cartage agent, transfer man, apologist, and general helper in order to make a sale of shoes."

The Best Sellers in Soft Soles

Velvet shoes and white buck shoes are reported to be the best sellers in infants' soft soles, according to one manufacturer. The pinks, once so popular, are now about out, and white and patent combinations have largely taken their places. Baby blue is a popular leather. Some factories make white shoes with white soles.

Things Heard Among the Shoe and Leather Trades

Interesting Notes Gathered from a Variety of Sources and Put Into Short Shape for the Perusal of Subscribers—
Personal Movements and Other Events That Help to Make Up the Round of Daily Life

R. C. Boyes has opened a shoe shop in Mission City, B.C.

Alex. Epstein has opened a shoe shop in Morris, Man.

Mathieu and De Villers, shoe retailers of Montreal, have dissolved partnership.

The Fenlin Leather Co. of Montreal have dissolved partnership.

Mde. Moise Pierre & Son, shoe retailers of Montreal, have dissolved partnership.

George A. Slater and W. P. Hodges of George A. Slater, Limited, Montreal, were in Toronto last week on business.

D. Lorne McGibbon of Montreal was a visitor to Toronto on Monday and Tuesday last.

William Arnold, 834 Somerset St., Ottawa, died last week. N. A. Arnold, shoe retailer of Ottawa, is a son.

R. M. Northgrave of St. Mary's, Ont., has removed his shoe business to the R. T. Gilpin stand, a few doors east.

The premises of Richard George, shoemaker of Port Hope, were destroyed by fire recently.

The Marshall Shoe and Leather Co. of Hamilton were visited by a fire which did small damage.

William Chamberlain, of Galt, was in Toronto last week attending the big automobile show at the Armouries.

W. J. Honeyford, of Collingwood, is having some improvements made to his boot and shoe store.

George G. Lennox, wholesale footwear merchant, Winnipeg, was in Toronto and Montreal last week.

J. E. Wentworth has taken over the controlling interest of the Victor Shoe Manufacturing Co. of Victoria.

T. J. Lang of Millbrook, Ont., was in Toronto calling on the shoe trade last week.

I. B. Brook of Melita, Man., was a visitor to Toronto last week. He is one of the live shoemen of the West.

George E. Boulter of Toronto has returned from spending a few days in Montreal.

James Robinson of Montreal was in Toronto for a couple of days last week on a business trip.

Philip Pocock of the London Shoe Company, London, was among the visitors of the trade in Toronto last week.

D. D. Hawthorne of Toronto is spending a few days among the shoe factories of Montreal and Quebec.

Jacob Kaufman and wife of Berlin, Ont., who have been spending several weeks in Cuba and Florida, have returned home.

J. T. Walters, shoeman, 209 George St., Toronto, has had a severe attack of la grippe.

J. T. Parker of the Walker, Parker and Co., Toronto, has returned after spending a few days at Atlantic City and New York.

John Readman, dealer in dry goods and shoes, of Harrow, Ont., was burned out last week.

Fire did some damage to the premises

of Dechene & Co., dry goods and shoe dealers, Quebec City.

R. H. Greene, manager of the shoe department of the Gutta Percha and Rubber Mfg. Co., Toronto, was in Montreal last week on a business trip.

Thomas Ryan & Company, who'sale shoes, will erect an addition to their building, corner of Bannatyne Ave. and King St., Winnipeg, at a cost of \$10,000.

H. G. Hodges, shoe retailer of Chatham, Ont., has disposed of his business to Turrell & Dell. Mr. Hodges will locate in the West.

Fred Walker and Robert Wishart, of Portage la Prairie, Man., have bought out the boot and shoe business of L. O. Whisler, of Stettler.

J. J. Duggan, manager of the Montreal branch of the Kaufman Rubber Co., was in Toronto and Berlin last week on business.

A. Angus, assistant sales manager of Ames, Holden, McCready, Limited, Montreal, spent a few days in Toronto last week on business.

Porter and Robbins of Yarmouth, N.S., expect to make some additions and improvements to their shoe store at an early date.

Wm. Garside of Garside and White, who, with Mrs. Garside, has been spending some time in Florida, returned to Toronto last week.

R. J. Younge, general sales manager of the Consolidated Rubber Co., Montreal, was in Hamilton, London and Toronto on a business trip last week.

W. H. Miner, vice-president and general manager of the Miner Rubber Co., Granby, Que., was in Toronto last week on business.

C. A. Davies of Blachford, Davies and Co., Toronto, was in Montreal and Quebec last week inspecting the fall and winter samples of Eastern factories.

J. Garden of the Garden Clothing Co., Calgary, was in Toronto last week calling upon a number of members in the shoe trade.

Mr. Welsh, who has had considerable experience as a shoe clerk, has leased the store lately occupied by H. E. Austin of Gananogue and will open out for himself.

Mr. Saunders, corner of Bloor St. and Brunswick Ave., has opened a new repairing shop near the corner of Spadina and College Street, Toronto.

W. E. Short, Western Canada representative of the Kingsbury Footwear Co. of Montreal, left last week on an extended tour of the Prairie Provinces.

L. M. Stock of the Walker, Parker and Co. staff of salesmen, left Toronto this week on his semi-annual business trip to the West with fall and winter samples.

W. A. Hamilton of the W. B. Hamilton Shoe Co., Toronto, spent a few days recently among the trade in Montreal and Quebec.

Johnston and Murray, who recently bought out the shoe business of W. B. Lawson of London, have put in an attractive new front and have given the premises

a general renovation. The new firm seem to be making a good start.

J. G. McDiarmid left Toronto last week after spending a few days in Kingston, for Western Canada, in the interest of the Cook-Fitzgerald Co. of London.

Robert Paynter, who has been instructor in the boot and shoe department in the provincial penitentiary, Kingston, has sent in his resignation. He may start business for himself in that city.

P. J. Losier, who has had charge of the shoe department of the McKinnon Co. at Weyburn, Sask., for the past five years, has embarked in the boot business in that town.

William W. Williams, of the firm of Williams, Clark & Co., of Lynn, Mass., and one of the largest shoe manufacturers in the United States, died at his home recently in Boston.

Lewis Godbolt, of Winnipeg, Western Canada representative for J. & T. Bell, of Montreal, has been spending some weeks with his wife and family in Los Angeles, Cal.

H. E. Wettlaufer, Western Canada representative of Charles A. Ahrens & Co., Berlin, has gone on his semi-annual western trip to the coast with fall and winter samples.

Bachrack Bros., Limited, of Toronto, have taken out a permit for the erection of a four-storey warehouse on the west side of Bay St., near Richmond, to cost \$20,000.

Hardie & Moore, who have had sample rooms in the Pacific Building, Scott St., Toronto, have removed to 189 Church St., where they have larger and more attractive quarters.

J. A. Walker of the Walker, Parker and Co., Toronto, was in Walkerton last week attending the funeral of his brother-in-law, W. M. Dack, ex-M.P.P., registrar of Bruce County, who was a former editor of *Kin-cardine Reporter*.

Only one boot and shoe firm in the city submitted a tender to the Board of Control when the latter called for four hundred pairs of boots to be supplied to the Montreal fire department, and this one was rejected.

On March 11th the ratepayers of Aurora will vote on a by-law to grant a bonus of \$10,000 to the Collis Leather Co. to assist them to establish a tannery. The industry agrees to employ 50 hands and \$25,000 will be spent in buildings and machinery.

W. G. Hardie, Western Canada representative of the Minister, Myles Shoe Co. of Toronto, left this week for the West in the interest of his firm. J. A. Shibley of Saskatoon, Sask., who also represents the same house in the West, was in Toronto last week for his fall and winter samples.

Fire started in the shoe store of F. C. Taylor, 48 Rideau St., Ottawa, the other evening and caused \$100 damage to the shelving and stock. A moving picture proprietor across the street noticed the blaze and running across with a chemical extinguisher, put out the flames.

C. S. Hyman and Company, leather goods manufacturers and tanners of London, will

shortly locate in Calgary. This firm has written the city with regard to purchasing some municipal properties in East Calgary for the purpose of building a large wholesale warehouse.

J. A. Viaux has been appointed representative of the W. B. Hamilton Shoe Co., Toronto, for Montreal city. W. H. Jardine, L. S. McKinsey and C. H. Smith, Western Canada representatives of the firm, have started on their trips with new fall samples.

The Milwaukee Lace Paper Co., manufacturers of laces of all kinds, Milwaukee, Wis., have secured larger quarters for their New York branch. The address of the firm in that city is now 44 Barclay St. Much better facilities are afforded the company in their new premises for caring for their rapidly increasing trade.

The many friends of W. G. Berscht of Guelph, who is on the traveling staff of McLaren & Dallas of Toronto, will be glad to learn that he is recovering from his recent attack of typhoid fever. While in the hospital Mr. Berscht received the good news that a young shoe salesman had called at his home and was going to stay.

The Miner Rubber Co.'s goods are being handled this season by the followings firms: Jackson and Savage, Montreal; F. Maranda, Quebec; R. B. Griffith and Co., Hamilton; Coates, Burns and Wanless, London; W. A. Marsh Co., Western Limited, Winnipeg; Dowling and Creelman, Brandon; and J. M. Humphrey and Co., St. John, N.B.

"Jim" Sutherland's hockey team in Kingston was defeated in the two contests for the senior O.H.A. championship by the Eatons of Toronto, the score being 16 goals to 12 in favor of the latter. H. E. Wettlaufer refereed the game in Kingston, which went to the Frontenacs by 8 goals to 3, but as they were beaten in Toronto by 13 to 4, the Toronto exponents captured the senior cup.

The famous Mendelssohn choir of Toronto, which has been giving such signally successful concerts in Boston, New York, and Buffalo, under the capable direction of Dr. A. S. Vogt, has been winning unstinted praise for its excellent work from the American press. Dr. Vogt is a brother of

Oscar Vogt, manager of the Great West Felt Co. of Elmira, and is a former resident of that enterprising burgh.

J. H. Brundle, Western Ontario representative, and J. Birss, Eastern Ontario representative for the Williams Shoe Co., Brampton, have just returned from the Winnipeg curling bonspiel, where they not only had a swell outing, but brought back some of the jewelry. Out of twenty games played their rink won sixteen, this being the best showing ever made by an Ontario rink in twenty-four years.

R. W. Matheson, who for the last three years has been manager for A. Levy, shoe retailer, 260 Yonge St., Toronto, left last week for Edmonton, Alta., where he takes the management of the shoe department of the Hudson Bay Company's store. Mr. Matheson has had some eighteen years' thorough experience in the footwear business, and many friends will wish him every success in his new position.

The North British Rubber Co., whose Canadian headquarters are at 43 Colborne St., Toronto, E. L. Kingsley manager, are handling the rubber footwear trade this season in Eastern and Northern Ontario direct from the Toronto office. In Western Ontario the Clark Shoe Co. of Brantford are their selling representatives; in the Province of Quebec; Frank Stafford and Co. of Montreal, and in the Maritime Provinces the R. Tanner Co., Limited., of Pictou, N.S.

Miss Josephine Patton, of Baltimore, Md., bought a pair of shoes, which she wore for several days. Their tightness caused a slight irritation on the little toe of her right foot. Miss Patton thought it would wear off in a few days, but it developed ulceration. The foot began to swell, and then the leg. Miss Patton applied for treatment at a hospital, where the case was diagnosed as a gangrenous affection. The foot was opened and the wound sterilized, but it became more virulent, and recently the leg was taken off just below the hip.

A New Use for Plumes

It is said that the use of plumage will be inverted this year, and the woman of fashion will wear it upon her feet instead of on her head. Beautifully shaded, irides-

cent feathers will be glued to the shoes, and buckles will be composed of masses of ostriches or other plumage. But a certain Western lady of great wealth has devised an even more extravagant scheme in the jewelled slippers she wears. They are made of cloth of gold, with diamond buckles, and many large diamonds set in the high French heels.

No Rush for Shoe Tenders

Although the city of Montreal is Canada's biggest shoe manufacturing centre, only one tender was received for the 400 pairs of boots to be supplied to the fire department, and after examination that one tender was rejected as being unsuitable. A year ago, at about the same date, the contrary happened. There were many tenderers when tenders were called for boots for the police department, and the Court of Appeal is still busy with a case against the city arising from alleged illegal tampering with tenders. The lowest tenderer was Mr. W. West, but the next lowest tenderer, Mr. L. P. Robitaille, was allowed by the council, to revise his price and meet Mr. West. As a consequence, an action was entered against Montreal by Mr. West, who lost in first instance; he is now in appeal. The scarcity of tenders is attributed to the action of the council last year.

Jolly Time at Dinner

The employers and employes of Waterbury & Rising, Limited, St. John, N.B., had their annual celebration last week. Hitherto it has been customary to have a drive and dinner, but this year to make it possible for the travelers to be present, this custom was departed from and the dinner alone was held. The slight change in plans, however, in no way affected the success of the celebration. The attendance was large, and the feeling of goodfellowship which this firm boasts of was always in evidence. Prior to the dinner, representatives of the wholesale and retail departments had a bowling match in which the latter pulled out a victory. The bill of fare was most elaborate, as was also the souvenir menu cards on which it was printed. The toasts of the evening brought forth many bright and witty speeches, in which E. L. Rising, the president, R. J. Walsh, R. G. Haley, W. B. Tennant and others were heard. Mr. Rising, in his address, took occasion to refer to the rapid strides which the firm have made in their business, and which he attributed to the happy co-operation on the part of the employers and employes.

Wears Diamond Heeled Shoes

Mrs. C. H. Anthony, of Muncie, Ind., who recently astonished Washington society, has a passion for expensive clothes. She was also lately in New York. She has twenty-five evening gowns, with hats to match. Her shoes are a revelation. She has six pairs studded with diamonds, one pair set with turquoises, bronze shoes covered with beads of solid gold, and two massive golden anklets brilliant with gems. Mrs. Anthony is probably the only woman in the world who keeps her shoes in a bank vault. One pair is of cloth of gold with big diamonds embedded in the heels; another pair is of duchesse lace, even to the heels, upon which diamonds sparkle like drops of dew. Slippers of silver and gold brocade, of blue and pink, their heels all set with diamonds, are an array fit for any Cirderella. One especially handsome pair of street boots in bronze are covered with gold beads, while another pair of white doeskin have jeweled buttons. The

The Home of Blackit and Brownit Boot Polishes



The foregoing picture affords a view of the extensive factories of Carr and Son., London, Eng., manufacturers of the famous Blackit and Brownit boot polishes. The firm were established in 1837 and have built up a very wide connection. The selling agents for Canada are John T. Rigg and Co., 32 Church St., Toronto, who carry a large and representative stock of their goods as well as Carr's Snowflake for white boots, belts, etc., Carr's Imperial Boot Cream and Carr's Blackit and Brownit

polishing outfits. These polishes contain no acid, do not crack the boots and impart a clear, brilliant shine that is waterproof and will not rub off on the clothes. Messrs. Rigg and Co. are also Canadian selling agents for the guaranteed "Revolite" Jumbo rubber heels, which come in thirteen different sizes, and are made by the Revolite Co., Limited, of Manchester, Eng. These heels are of the finest quality of pure Para rubber, and have already commanded a big sale in the Dominion.

other day Mrs. Anthony wore red buckskin shoes with sardonix buttons. She startled the other guests at President Taft's reception to members of Congress by wearing shoes with diamond studded heels.

Quarter of Century on the Road



A quarter of a century on the road and as good a man as ever is the record of F. W. Laskey, of Montreal. He knows the Maritime Provinces like a book and numbers scores of retailers among his personal friends.

He started in the shoe line with Waterbury and Rising, of St. John, N.B., and was with that firm for ten years. His next position was with the Colonial House, of Montreal, with whom he remained eight years. In 1905 he joined the staff of salesmen of the Tetrault Shoe Manufacturing Co., of Montreal, and his territory is the Maritime Provinces, where he is widely known. Mr. Laskey is a genial and companionable man, a shrewd salesman, and one who likes the road. He has made a success of his work, and covers ground thoroughly and rapidly, leaving no stones unturned.

One of Canada's Finest Stores

The interior of the Regal Shoe Store of Winnipeg, Man., S. T. Bates, proprietor, has been entirely remodelled and renovated throughout, thus giving the store a men's depot, in which all the fittings are of solid oak, while the walls are beautifully decorated. The Regal has also placed at the disposal of the fair sex of Winnipeg a beautifully fitted apartment in mission oak, for high cut shoes only. Upstairs the slipper and hosiery depot is finished in white and gold, very artistically arranged, and Eastern travelers who journey from Halifax to Vancouver have remarked that it is now one of the finest shoe houses in Canada. In fact, the management do not know of anything more inviting to be found in the United States. To be fully appreciated a visit to the store is necessary, and Mr. Bates is to be congratulated on his enterprise and spirit of progress.

Spring Goods Being Shipped

The shoe trade throughout the country has been only fairly satisfactory during the past two weeks, owing to the roads being blocked by heavy snow drifts, while the stormy weather has proved a deterrent. The jobbing houses are busy shipping out spring goods, which are being marked up and placed on the shelves by a large number of shoemen in the anticipation of a remarkably good season preceding Easter, which this year falls on April 7th. Travelers report that the one special feature which characterizes the demand is a large number of enquiries for women's tan button boots with the high toe, short vamp and Cuban heel. The average number of buttons is about 12 to 14, while there are some enquiries for high cut stock of the type which is sometimes known as $\frac{3}{4}$ length or the Langtry cut. Several travelers have left for the West with fall and winter samples, while others will be out in a few weeks. In Ontario all the manufacturers practically have their fall showings ready and during the coming month representatives will tour

the provinces in all directions, presenting to the eye of the retailer some very neat creations in the way of fall footwear.

Travelers Want Better Accommodation

The requiring of all hotels in local option municipalities to take out licenses, thus bringing them under the general license law, and the appointment of additional provincial inspectors, will likely result from the call made upon the Ontario Government last week by the representatives of the commercial travelers of Ontario. The deputation presented the case for better hotel accommodation in two parts; one dealing with conditions in licensed hotels, and the other with conditions in the local option centres. The long list of grievances of commercial men was set out in detail, together with a number of suggested reforms. Some of them were not received with favor, but from the comments of the Provincial Secretary the two referred to may be given effect in the liquor license act when it comes before the Legislature.

Mr. Joseph Zammers, who dealt with the licensed hotels, stated that the Association had circularized its members and had obtained a complete record from which to prepare its case. The matters most complained of were unsanitary conditions, poor heating and insufficient bed clothing, as well as meals of doubtful quality. The sample-rooms were often cold and dirty.

Among those present were Mr. Robert

silk half hose, 35 cents a pair (sold here between December 21st and January 5th), 750 dozens of these socks had already been sold by other stores at 50 cents a pair, when we took over the balance from the manufacturer, and offered them at 35 cents. Finding now that these socks did not give satisfaction in wear, we ask that all that were purchased here be returned at once, and we will refund the money or exchange them for other socks."

A store that treats its customers like that is building up a reputation for fair dealing that will prove a very valuable business asset

Proposal to Tax Mail Order Houses

At the annual meeting of the Ontario Associated Boards of Trade, held recently in Toronto, an interesting topic to all shoe retailers came up for discussion in the matter of the "Taxation of Mail Order Houses."

R. Home Smith of Toronto suggested that it be given a hoist, and the Executive Committee be allowed to consider it and submit it to the next meeting. He said that it could not be given proper consideration as the convention had been depleted in numbers by the fact that a large percentage had gone home. Seemingly, the chief objection to the mail order business was that it did serious injury to the trade of the rural merchants.

The resolution as presented by the Goderich Board of Trade said in part:



The attractive front of Charles E. Raven's shoe store, St. Thomas, Ontario, who is one of the go-ahead retailers in Western Ontario.

Gemmell, president of the Commercial Travelers' Association of Canada; Mr. J. W. Moodie, chairman of the Hotel Committee; Mr. H. W. Lynd, vice-president of the Ontario Association; Mr. A. Robinson, secretary of the Ontario Association, and Mr. James Sargant, secretary of the Canadian Association.

John Wanamaker's Way

This is how John Wanamaker deals with customers who have bought goods at his store that prove unsatisfactory. He buys them back again. This is proven by the following, which is an extract from the regular newspaper advertisement of that store: "In this case we believe in the recall. To those who purchased men's shot

"That this board is satisfied that the large departmental stores and others which carry on business by the system known as the retail mail order and catalogue system, are doing a serious injury to the merchants throughout the province, and as they contribute nothing toward the upkeep of the various municipalities, an effort should be made to remedy or to mitigate this evil." It was suggested that the Legislature pass an act making it compulsory for a house carrying on the mail order business to pay a fixed annual fee to each municipality in which goods are sold and delivered, or pay an assessment on the value of all goods sold and delivered in each municipality other than the one where the place of business was situated.

Ontario Shoe Manufacturers Form an Association

**Energetic Body of Officers Elected—Constitution and By-Laws Drawn
Up—Several Companies Make Additions to Equipment—
Consolidated Rubber Co. Has Prosperous Year.**

A representative gathering of the boot and shoe manufacturers of the province was held a few days ago in the offices of Canadian Manufacturers' Association at the Traders' Bank Building, Toronto, when an organization which will be known as the Ontario Shoe Manufacturers' Association, was formed. A preliminary gathering took place some few weeks ago. At the session on Feb. 16th plans were completed, officers elected, a constitution and by-laws drawn up, and other important matters attended to.

The following officers were elected for the coming year:—

President—Alex. Brandon, Brantford, Ont.

Vice-President—J. A. Walker, Toronto.

Sec.-treas.—G. M. Murray, Toronto, (Secretary of the Canadian Manufacturers' Association).

Board of Directors—J. S. King, Toronto; Chester B. Hamilton, Toronto; Alfred Minister, Toronto; E. J. Getty, Galt; J. A. McPherson, Hamilton; and E. E. Donovan, London.

The date of the annual meeting was fixed to take place in February of each year, and special meetings will be called at the direction of the Executive Committee.

The organization starts with bright prospects, and with practically all the manufacturing firms in Ontario as members. The object of the body is to discuss and consider matters of mutual interest and concern, and to take action on any trade and manufacturing problems that may arise from time to time.

The organization will be both of a social and business character. The members will seek to become better acquainted with one another, and will form a section of the Canadian Manufacturers' Association. No attempt will be made to regulate prices, but problems of administration, selling methods, style tendencies, shipping facilities and other questions will likely form live issues.

The newly-organized body has aggressive officers and will work along lines similar to the shoe section which was recently organized by the manufacturers in Montreal.

The tanners of the province may also shortly form a section of the Canadian Manufacturers' Association, having recently been granted permission to organize.

Big Profits of Consolidated Co.

The annual meeting of the Canadian Consolidated Rubber Company was held on Feb. 29th in Montreal. The total net profits were \$415,310.52, and after allowing for bond interest, preferred and common stock dividends amounting to \$405,842, leaving the sum of \$9,468.32 to be carried forward to credit of profit and loss.

Mr. D. Lorne McGibbon, the president, made the following statement:—

"The operations of your company for the year 1911 have resulted in an increase of over 22 per cent. in the sale of general rubber goods, and although, owing to reductions in prices, the returns from sales of footwear have been less than in the

previous year, the actual number of pairs sold have been greater.

"The year has been a most important one in the footwear division of your business, as evidencing that the retail shoe trade of this country has appreciated and availed itself of the opportunity—first presented on a large scale by your company—of buying rubber footwear direct from the manufacturer.

"The success of this method of marketing a great proportion of your goods has now been demonstrated, notwithstanding the many difficulties and extraordinary expenses inseparable from the establishment of a large number of new branches and the organization of a greatly enlarged selling, shipping and accounting force.

"The total number of branches at which stocks are now carried is 27, exclusive of the stocks of footwear, which, under a contract recently entered into with Ames-Holden-McCready, Limited, are carried by that company in eight of the principal cities of the Dominion.

"The total manufacturing profits of the subsidiary companies amounted to \$489,465.32, from which has to be deducted the sum of \$74,154.80, being the net cost to the Consolidated Company for marketing the products of the subsidiary companies, in excess of the commissions to which it was entitled under its selling arrangement with the subsidiary companies. It was necessary to fix an arbitrary commission for the first year, which commission, although not sufficient to meet all the expenses for the first year, your board believe to be a fair one, as in future the Consolidated Company will not have to incur the extraordinary expenses already referred to in connection with the establishment of its new organization to act as selling agents for the subsidiary companies. The total net profits of the Consolidated Company and its subsidiary companies for the past year amounted to the sum of \$415,310.52, and the payments for bond interest, preferred and common dividends amounted to \$405,842.

"During the past year, extensive improvements and additions have been made by your manufacturing companies to both their equipment and buildings, costing \$742,650.81, and with the increased facilities thus provided for the manufacture of their various products and the greatly augmented efficiency of the selling force, your directors feel justified in confidently expecting that the present year will produce results which will be most acceptable to the shareholders."

In and Out of the Factories

Joseph Pruneau, shoe manufacturer of Quebec, has made an assignment.

A. J. Kimmel of the Kimmel Felt Co., Berlin, spent a few days in Montreal last week.

Mr. Smiley of the Merchants' Rubber Co. of Berlin, Ont., spent a few days last week in Montreal on business.

The G. V. Oberholtzer Co. of Berlin have installed a rapid standard screw and other

machines, and report the trade outlook as promising.

George Rumpel and Oscar Rumpel of the Berlin Felt Boot Co., Berlin, were in Montreal last week on business.

Charles A. Ahrens & Co., Berlin, have recently added a U. S. M. gearless sole cutter, and other machines to their factory equipment.

Moose Jaw expects to have several new industries locate in that city during the coming year, among them being a new tannery.

It is learned that the shoe factory, which was to have located in Petrolea, will be established in Stratford, where the necessary capital stock was raised within a few days.

It is understood that Calgary, Alberta, will shortly have a boot and shoe factory locate in that city. It is expected that the industry will locate there early in 1912.

R. Dack & Son, 71 King St. West, Toronto, have recently installed a Miller twin treeing machine, and are enlarging their manufacturing department. The output of the firm will be considerably increased.

The Berlin Shoe Manufacturing Co. of Berlin have placed in their factory an Ensign lacing and royal power perforating machines, and finishing shafts. They have recently made extensive improvements to their office and sample rooms.

The firm of J. B. Blouin, Limited, has been formed at Quebec to take over the business of J. B. Blouin & Fils, shoe manufacturers of Levis, Que. The capital of the company is \$100,000, and its chief place of business will be at Notre Dame de la Victoire, Que.

Christian Merner, one of the oldest and earliest settlers of New Hamburg, Ont., passed away recently in his 81st year. He had resided in the village since 1837. He was a relative of E. Merner, president of the New Hamburg Felt Boot Co., and a brother of the late Senator Samuel Merner.

The Robert Taylor Co., of Halifax, N.S., have completed a four-storey addition to the south side of their shoe factory, and have installed considerable new machinery. Everything is now running smoothly, and with the increased facilities the firm expect to be able to keep up with their orders.

The Petrolea, Ont., Topic says. It is quite possible that the Dunford Shoe Company will not establish a factory in Petrolea. Sufficient stock has not been subscribed to warrant the company establishing here. But a few hundred dollars are needed and it is to be regretted that the necessary capital is not forthcoming. Every industry which locates in Petrolea makes it easier to secure another, but every industry which is lost to the town makes it that much harder.

The United Shoe Machinery Co. are gradually removing to their new factory in Maisonneuve. The work is being done by departments so that the company's service to manufacturers will not be interrupted. The greater part of the business will be conducted from the new place early in March. Mr. Knowlton states that the company will retain a store in the centre of the city to serve expeditiously manufacturers who are not in Maisonneuve.

A sitting of the Judicial Commission, which for some weeks has been inquiring

into the alleged combine of the United Shoe Machinery Co., and hearing evidence in Montreal, Quebec and Levis, was to have been held in Toronto a few days ago, but was postponed for a week. The adjourned sitting should have taken place on Thursday last, but none of the members of the judicial body put in an appearance.

All the shoe factories are very busy and many of them have fall samples ready. A large number of visitors from outside points have been in during the past few days inspecting the new lines.

The warehouse of the John Hallam Co., hide merchants, 111 Front St. East, Toronto, was partly destroyed by fire, entailing a damage of \$5,000 to the stock and \$1,000 to the building. The fire broke out in the rear of the office on the main floor, and had made considerable headway before the alarm was sent in. The fire burned furiously for half an hour among the large stacks of hides, and finally worked its way through the ceiling to the second floor, where a quantity of fur was stored. The loss is covered by insurance.

The annual meeting of the Winn Co. of Perth was held last week. The Perth Courier states that none of the Winn brothers, all of whom were directors, were present. The financial statement of the past year's operations, in printed form, was distributed among the stockholders. Various important documents were read, including one from the Winn brothers, jointly resigning their positions as manager and foreman, and the president intimated that Messrs. Winn had sold all their shares to three members of the company, Messrs. Hall, Balderson and Sewell, and were paid their money. The president informed the meeting also that the Winns had caused an injunction to be issued restraining the company from passing a proposed by-law reorganizing the company and changing its name. They also repudiated their resignation. The meeting elected a new board of directors; namely, Messrs. Hall, Balderson, Hanna, W. A. Meighen, Mendels, Foy and Sewell. Mr. Osler, barrister, Toronto, was present on behalf of the company. Mr. Biggar of Hamilton represented Messrs. Winn. The meeting adjourned for two weeks.

The 45th annual meeting of the Amherst Boot and Shoe Company, Limited, was held a few days ago in Amherst, N. S., and was attended by a goodly number of shareholders. The president, Percy C. Black, was in the chair. The reports submitted by the directors and officers were of a most gratifying character and on motion were passed. The company last year paid a semi-annual dividend of seven per cent. on the preferred stock, and at the annual meeting it was decided to pay a dividend of five per cent. on the common stock. The growing trade of the company in Western Canada has led to the organization of a subsidiary concern to be known as the Amherst Central Shoe Company, Limited, with headquarters at Regina. This company will be used as a distributing agency for the products of the present concern in Amherst. The output for the year totalled \$856,000, which is about the same as last year, but the proportion of boots and shoes directly manufactured by the concern is much greater than in any previous year. The directors and officers for the ensuing year are: President, Percy Black; vice-president and secretary-treasurer, T. N. Campbell; manager, C. S. Sutherland; the directors, with the above, are T. S. Rogers, K.C., and E. N. Rhodes, M.P.

QUEBEC TRADE IS BUSY

Several Visitors to the Eastern Shoe Centre —Banquet Held by Retailers—Lively Time During Mardi Gras Week

O. Blouin, shoe dealer, suffered a loss of a couple hundred dollars by fire.

Jas. Muir, Sr., is spending a few days in Montreal on a business trip.

John Perkins, of Duchaine & Perkins, has returned from a trip to the West.

J. B. Drolet was in Montreal last week on business.

Mr. Kilgour, of Kilgour, Rimer & Co., Winnipeg, was in Quebec recently on business.

Joseph Pruneau, shoe manufacturer, and V. Coulombe, shoe retailer, recently assigned.

D. R. Sutherland, of the Sutherland Shoe Co., Pictou, N.S., was in Quebec, attending the Mardi Gras carnival. He placed several orders while in the city.

The Advertising Club held a meeting in the Auditorium recently. J. J. Morgan of the Pilgrim Publicity Association of Boston gave an interesting address on how to properly advertise a town.

J. H. Goyer, representing H. B. Johnson & Co., Toronto; C. S. Pringle of the Canadian Blacking and Cement Co. of Hamilton; and E. A. Whitley of Frederick Whitley & Co., of Montreal, were in Quebec during the past few days.

Among recent callers on the trade here were: Wm. Linklater, of the Boston Blacking Co., Boston; S. W. Vermilyea, of the Belleville Shoe Co., Belleville, Ont.; R. Taylor, of the Robert Taylor Co., Halifax, N.S.; J. J. Gallagher, representing Benj. Moore, of Boston; and Mr. Percival, of Percival Bros., Montreal.

The twenty-fifth anniversary of the marriage of Mr. and Mrs. L. Routier, was celebrated recently and they were the recipients of many evidences of esteem and good will. An address from the leather merchants and the shoe manufacturers was read by J. A. Scott, while an address from the relatives was read on their behalf by L. Ph. Maily. Mr. Routier's nieces, Yvonne Drolet and Marcelle Jolicoeur, presented nice sheaves of roses. The shoe manufacturers and leather merchants gave to each guest souvenir flowers. Mr. Routier was much surprised at the many manifestations of appreciation, and in suitable terms returned thanks to his friends and confreres. Mr. Routier, who is one of the leading shoe manufacturers of the ancient capital, was honored by his employees, who gave him a very nice silver fruit and flower stand. A jolly banquet was held during the evening and all the visitors will long remember the pleasant associations of the occasion. Among the presents received were silver cutlery, a handsome clock, fruit knives, a silver crucifix, a nice bronze representing Joan of Arc, and other gifts.

A Progressive Quebec Retailer

Operating three boot and shoe stores in Quebec, two years president of the Shoe Retailers' Association, and occupying to-day the second vice-presidency, Quebec Council of the Retail Merchants' Association of Canada, L. S. Deschenes, of Quebec city, has had a highly successful career. Mr. Deschenes was born at St. Pacoma, Kam-

ouraska County, Quebec, in June, 1868, and obtained his education at St. Anne's College and Dufresne's business school, at St. Thomas, Quebec. Starting his mercantile career with Talbot and Girard, Fraserville, in 1885, he came to the ancient capital in 1887 and worked as clerk in a number of stores until 1890, when he entered the office of Nap Matte, one of the leading assignees of the city. He remained with him six years and gained a valuable experience in taking stock in many insolvency cases.



Thus he became thoroughly acquainted with the shoe and leather business, and, during a couple of years of depression in trade, he was kept busy making inventories in numerous failures that occurred. He took out a license as auctioneer in 1892, and four years later started in business on his own account as a shoe dealer. He still holds his auctioneer's license. Mr. Deschenes, who is married and the father of six bright children, is an enthusiastic shoe man and has made a success of the footwear trade. To-day he does one of the largest turnovers in the province, and carries a stock of about \$60,000.



Jolly Gathering of The Trade

On Monday, February 19th, the shoe merchants of Quebec City met in the Auditorium Cafe, to take part in a magnificent banquet. They also had the pleasure of having a number of Montreal friends with them. The gathering on the occasion was one that passed off most cheerfully. The merchants and their friends seemed to enter into the spirit of the occasion, and they represented a harmonious gathering. Mr. M. A. Voyer, president of the Boot and Shoe Association, presided in an acceptable manner. Mr. P. J. Cote, federal president of the Retail Merchants of Canada, as well as Mr. M. R. Lasalle, ex-president of the Boot and Shoe Association of Montreal were present. Toasts were drunk to the King, "Our Hosts," "Our Confreres," "The Merchants," "The Travelers and Their Confreres of Quebec" and "The Ladies." The different toasts were proposed by Mr.



A FEW
INSIDE FACTS
ABOUT
EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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: Lagachetiere and St. Monique Sts. - MONTREAL, QUE.

M. A. Voyer, L. S. Deschenes, O. N. Shink, Jos. Plamondon, A. Boisjoli and J. B. Belanger. The responses were happy and practical, and were given by Mr. P. J. Cote, R. Lasalle, L. F. Falardeau, ex-president of the Boot and Shoe Retail Merchants of Canada; J. E. Deslauriers, president of the Boot and Shoe Merchants' Association of Montreal; Jules Gauvin, president of the Dry Goods Merchants' Association of Quebec; Octave Feuiltaut of the house of J. H. Begin; Louis Beaubien, E. Darveau, Ouellet and Brown of Quebec; W. Lessard, commercial traveler of Montreal; Larue, Deschenes, Shink of Quebec; and L. P. Robitaille, secretary of the Retail Boot and Shoe Association of Quebec. Messrs. Deslauriers and Boisjoli contributed patriotic songs. The banquet was one that will be of decided benefit to all those engaged in the business, as not only will it tend to create a better interest among the different men engaged, but will also be the means of protecting the interests of those concerned in the retail shoe business.

A Live Man in the West



From Newfoundland to Saskatchewan is a long jump, but "Harry" Adams, who is selling for the Slater Shoe Co., in Saskatchewan, comes from the Island colony, and for the past three years has spent most of his time in the

West. Harry knows quite a bit about the retail business, for he sold in the retail store of McCrudden & Thompson, St. James St., Montreal, for quite a while. He is popular with his customers and his firm thinks a whole lot of him. "Harry," these days, is wearing a happy smile, which though he has been using it steadily for four months, is not less bright. There is a secret, which we will whisper—Harry is the father of a bright boy that may some day be a fine salesman.

Shoe Prices on the Ascent

"It seems that there will be a general increase in prices of shoes," remarked a jobber this week. "Frequently when I send in an order for certain lines I am told by the manufacturers that it cannot be filled unless the figure is raised from two and a half as high as seven cents per pair. In staples there appears to be more of a tendency than in some of the finer grades. Nearly all the manufacturers are taking action on certain makes and the shoe retailer will have to pay more for his wares. I thought all this talk regarding advanced prices was rather alarming at first and without much foundation, but I am now convinced that there is more than mere hearsay in the predictions."

He Believes in Publicity

"I see that you give much good advice to shoe merchants in general, and I have picked up a number of valuable pointers in reading your paper," writes an Edmonton retailer. "I believe thoroughly in advertising and in giving it the right amount of attention. Do you know that the secret of profitable shoe merchandizing is in keeping your stock clean and turning it over often? I know that advertising, if carefully directed, brings people in more ways than one. If your windows are

properly and artistically dressed with the lines that you advertise, you have a double pulling power on the public. All this will induce persons to enter your store to buy. When I hear a merchant declare that advertising is no good I feel like asking him why he displays a sign over his door or why he decorates his windows, as both are forms of publicity. Then, again, I have heard shoe men object to advertising on the ground that it "costs money." Anything of value in this world does. If advertising costs money so does rent, and if objection is conscientiously taken to the former on this basis, then why pay rent?"

Some New Inventions

The following information has been specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL by Mr. George Hughes, R.P.A., editor of *British Machinist and Patents*, 55 Chancery Lane, London, W.C., England.

19839. Overshoes. J. H. Brown and D. A. Berry, Northampton. A foothold constructed properly to fit the boot or shoe, and to admit of repair, consists of a three-quarter upper, which is shaped over the actual boot, with which the foothold is to be worn and secured by cement to an insole positioned on the boot sole, an outer sole, which is secured by stitching or cement, and adjustable back and instep straps. The foothold extends into the waist of the boot, where a tight joint is secured by the provision of a yielding rib.

19915. Heel Protectors. E. Penton, London. Countersunk metal tips of the type comprising a body portion and integral thin lugs furnished with tangs are provided with holding points, which are located on the body portion on each side of the screw hole.

19965. Lasting. A. Bates, Leicester. Lasting machines of the type described in specification 14453, '07; are provided with a tool for pressing the upper into position, and with a second tool for beating the upper. The presser and the beating tool are carried respectively at the front ends of levers which are normally moved into operative position through a cam by the movement of the knee lever, which throws the plaiting mechanism into gear. The presser is moved horizontally over the shoe bottom by a plunger actuated from the cam shaft while the beating tool receives its movement from a hammer secured in an offset portion of the driven bar. The invention is particularly adapted for use in welted work.

20094. Sole and Heel Protectors. Rickmann, Limited, and F. H. Cann, London. Wedge-shaped protectors are formed with an annular barb projecting towards the tread surface. The inner surface of the protector may be similarly shaped, or provided with two or more retaining lugs. The invention may be applied to hob-nails.

20473. Slippers. Trickett, Limited, O. H. W. Eatough, and A. McAuley, Waterford, Lancs. A slipper or shoe with an upper of a shrinkable material, such as wool, cotton, or the like, is provided with a padding of wool or the like between a felt insole and an outer sole. A skeleton last is placed in the shoe, and steam is passed in, causing the sole to swell. The shoe is then dried on the last by hot air.

20586. Leggings. D. T. Harris and H. F. Cox, Birmingham. Leggings are built up of a number of separate pieces, etc., of leather, canvas, or other material, cut to shape and secured together so that they overlap. Suitable facings and fastenings are attached. The pieces composing the

legging may be disposed vertically or obliquely.

18647. Foot Rests. D. C. Hannah, Glasgow—A footstool for use in fitting on boots and shoes, is provided with an inclined rocking footboard pivoted to the side members. The rocking motion is limited by stops and a cross bar, and the footboard is returned to the normal position by a spring, or by a balance weight. The base may be extended and provided with a kneeling cushion. The underside of the base is covered with canvas, ribbed rubber, or other material to prevent the stool from slipping. Instead of using a pivot rod and eyes, pivot pins may be secured to each side of the footboard or formed integrally with a rod secured to the back of the footboard.

Shoe Business Bred in His Blood

Hailing from the Emerald Island, James Smith Lovell is the son of a shoe retailer, who did business in Bandon, Cork County, for many years. He grew up in a boot shop. Thirty years ago he "abandoned Bandon" and came to Canada. He was for some time with the firm of Smith and Cooper, of Toronto, and then joined a house in Quebec, which made a general line of men's and women's shoes. He represented the firm in the British Isles, and believes that he was the first traveler from Canada who found a successful market in the Old Country for footwear from the Dominion. Mr. Lovell was one of the organizers of the Victoria Shoe Company, Toronto, with which concern he was seven years. For the last year or more he has been with Ames, Holden, McCready, Limited, and covers north-western Ontario. He resides in Toronto, and is one of the veterans of the road. His friends—and they are legion—say that he has the gift of perennial youth, for he does not look any older at the present time than he did twenty years ago. His insight into the shoe business has been a thorough one.



A Modern Factory for Them

The new shoe factory of Kirvan-Doig, Ltd., of Montreal, will be erected on Desjardins Ave. The company expect to move into their commodious quarters in Sept. next and work will be rushed. The new structure will be three storeys high, 100 feet long and 50 ft. wide. The output of the firm, which was established about two years ago, will be trebled. Kirvan-Doig, who have added to the number of their travelers, have been making great strides. The company make the "Good Sense" and "Kirdo" brands of shoes for children, boys, girls, misses and little women, which command a very large trade.

WANTED—A situation in a leather and shoe finding warehouse by a steady Englishman, age 34, good references. E. HARRISON, 89 Swanwick Ave., East Toronto.

FOR SALE—Shoe store fixtures, chairs, tables, mirrors, signs, etc.; also four drawer cash register. Chisholm's Shoe Store, 1687 Dundas Street, West Toronto.

Established Over Half a Century



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BERLIN - ONTARIO

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EAGLE, (Mellow) Union Oak Tannage, close grain, suitable for both sewed and pegged work. A popular line, *WILL CHANNEL*.

LISTOWEL, non-acid, continues in favor.

Our CUT SOLES and COUNTER department is busier than ever. We solicit your trade.

HEADQUARTERS FOR

LEGGINGS

SPORTING BOOTS

LARRIGANS

AND UPPERS

We are Tanners of Leather and Manufacturers of the above lines and in buying from us you get in on the ground floor as to quality and price.

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"ANYTHING that is produced in Canada, from Canadian materials, by the application of Canadian brain and labor, will always have first call with me. And it's only good business on my part that it should."

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TORONTO, CANADA

SHOE STORES

are realizing the profit possibilities of

MEN'S HOSIERY

and other lines of Men's Furnishings.

Get familiar with the Men's Furnishing business by reading

MEN'S WEAR

Published 1st Each month

60-80 pages of practical matter.

How to Sell—How to Buy—all lines of Men's Furnishings.

Subscription, \$1.00 a year in advance.

Shoe and Leather and Men's Wear \$1.50 a year, (or Shoe and Leather subscribers can get Men's Wear for only 50c.) Sample copy upon request.



Everything in bows, buckles, beaded ornaments, etc. Latest French and English novelties, from 3c. doz. to \$12 a pair.

ENQUIRIES SOLICITED.

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22 St. John Street - - - MONTREAL



McKAY SEWN SHOES FOR

WOMEN, MISSES
AND CHILDREN

Shoes that have **STYLE** and **FINISH**—at the right price for the Jobbers, who are invited to see samples.

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Analysis of Any Material
Employed in the Tannery

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Manufacturers of Shoe Leather

Fine Box Chrome Sides, Chrome Sole, Heavy Chrome Sides and Mennonite Grain, Wax Splits Boot and Shoe Counters and Innersoling.

Office and Factory, Store, 224 Lemoine St.
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We are Headquarters for all Finishes,
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Sheepskins Skivers "Ryco" Matt Kid

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

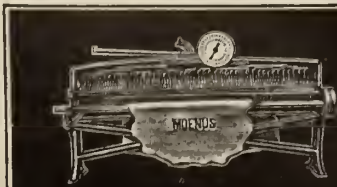
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Leicester, Eng. and at Kettering, Northampton
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Call "HIDES," Leicester.



"MOENUS" MEASURING MACHINE

is the **WORLD'S STANDARD** Machine

MOENUS MACHINE WORKS, Ltd. Frankfort o/M, Germany

If you are looking for a line of
WARM FELT FOOTWEAR

combining quality, style
and best workmanship, see

THE DOMINION LINE

Positively not in any Trust or Combine.

The Dominion Shoe & Slipper Co.
BERLIN, ONTARIO

Manufacturers of
HIGH-STANDARD, WARM FELT FOOTWEAR.

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—Manufacturers of—
Solid Leather Shoes
All Lines, All Sizes, from Children's
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FINE LINES OF SLIPPERS

TRY
OUR NEW TANNAGE
BLACK GLAZED KID

It is a perfect black with a fine grain.

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WEST LYNN, MASS, U. S. A.

The **Bonner Leather Co.**

—Manufacturers—
GLAZED KID

(Black and Colors)

CHROME LAMBS

(Glazed and Dull)

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of every Description for

Leather, Rubber, Paper, Cloth,

Honest Values at Honest Prices.
All Work Warranted.

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**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 travelers and
see our splendid lines of
Spring Samples.

DUPONT & FRERE
301 Aird Ave.
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Fred. C. A. McIndoe & Co.

**Leather Dealers and
Commission Merchants**

Selling Agents for
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BOX TOES THAT COME ALIKE



Made in
Cork,
Waterproof,
Felt,
Combination
Leather
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SEND
TRIAL
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They reject weak
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Write for the prices on the
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To the Shoe and Leather Trade

WE CALL the attention of the trade to the fact that we are the original and only manufacturers of Nubuck Leather. It is our invention. We spent our time and money perfecting it, introducing it and advertising it extensively to shoe manufacturer, shoe wholesaler and shoe retailer. It has become deservedly popular and well-known throughout the country, not only because it is a new thing in leather, but because of its downright merit.

Because of its merit and its popularity it is necessarily being imitated, but the imitations are not Nubuck, nor can they be represented or sold as Nubuck.

For the protection of those who are buying Nubuck and for our own protection we shall prevent by legal action the unlawful use of this trade mark name, and we warn the trade accordingly.

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*If in doubt send sample
to our laboratory for
identification*

MINER
BRAND

RUBBER

SHEFFORD
BRAND

FOOTWEAR



The fourth of March marked the opening of season 1912-13 for Miner and Shefford Brand of rubber footwear.

Our prices and terms should induce you to place your fall order with us.

Representatives of our numerous selling agencies are now calling on you with a complete range of samples.

Quality and style equal to the best, and deliveries guaranteed on all orders placed before May 1st.

Inspect these samples and note our prices before placing your order.

Stocks carried at Granby, Montreal, Quebec, Toronto, St. John, N.B., Hamilton, London, Winnipeg, Brandon, Calgary, Edmonton, Vancouver.

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1912

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Featuring
Easter
Displays



Snappy
Fall
Styles

ACTON PUBLISHING CO. LIMITED
TORONTO **MONTREAL**





SMART WOMEN'S WHIPCORD CLOTH
WHOLE QUARTER PATENT VAMP WELT

Snappy HARTT Lasts

Fall 1912



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Hearts for
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The Hartt Boot and Shoe Co.
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FASHION SHOES

WILL
ANSWER
ALL
HER
QUESTIONS



Ever notice how a woman sizes up a shoe?

She does not ask many questions, but she does a great deal of thinking.

She asks *herself*: Is it stylish and dainty? Will it look neat and "go" with her pretty dress? Will it fit comfortably and wear well?

She decides as the shoe appeals to her.

Make sure of your sale by having FASHION Shoes—which will satisfy the most exacting. They appeal on every score.

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FOR OUR
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GUELPH - - - - - ONTARIO

—RUBBER— FOOTWEAR

ALL THE BEST BRANDS

“GRANBY”

“Maple Leaf” “Dominion”

“Anchor” “Challenge”

The Rubber Selling Season is now in full swing, and you may rest assured we are prepared to offer you the best and most profitable brands.

In addition to “Granby” Rubbers for which we continue sole selling agents, we have made arrangements to handle “Maple Leafs.”

You know of the reliability and excellent fitting qualities of these brands.

Then we also have “Dominion” and “Anchor” quality—both good lines—a little cheaper than others ; and “Challenge” brand, cheaper still.

In short we offer you :

LOW PRICES
NEW GOODS
FREE CASES

PROMPT SERVICE
BETTER QUALITY
PREPAID FREIGHTS

Ames - Holden - McCready

Limited

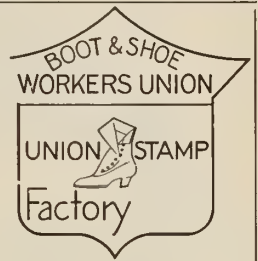
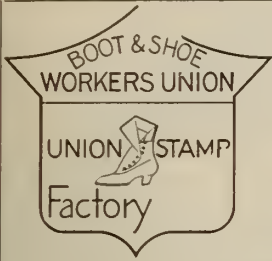
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Mr. Shoe Manufacturer

Industrial peace and uninterrupted production are promoted by shoe manufacturers operating under a Union Stamp Arbitration Contract.

The Union Stamp is a selling factor, the influence of which is equivalent to the work of one or more road salesmen, according to the amount of territory covered by the manufacturer. Wages are fixed upon a competitive basis; the volume of output is largely increased in every Union Stamp factory, thereby reducing manufacturing fixed charges and giving employees more weeks' work in the year.

The Union Stamp is the emblem of peace, which means more business even in dull times.

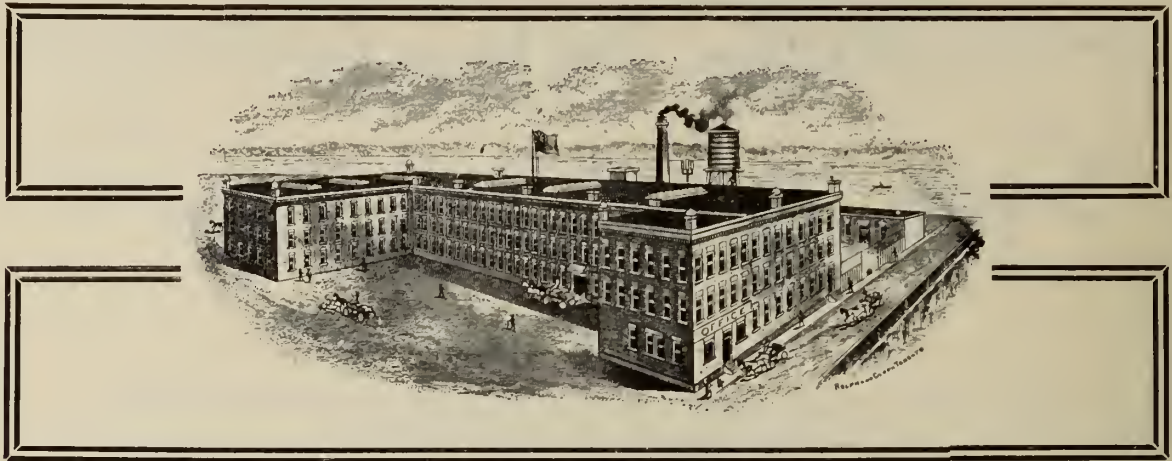
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Boot and Shoe Worker's Union

246 SUMMER ST., BOSTON, MASS., U.S.A.

JOHN F. TOBIN, President
CHAS. L. BAINE, Sec.-Treasurer





Yamaska Brand

Implies sensibility in Shoe Construction

IT means that in each and every pair bearing the brand are embodied all the essential elements required to make sensible, lasting, comfortable and profitable footwear. And such is the nature of the goods every merchant desirous of obtaining and retaining permanent, profitable custom must naturally handle. Our fall range is most complete and worthy of your most careful inspection and consideration. Be sure to see it thoroughly when our salesman calls.

La Compagnie

J. A. & M. Cote

ST. HYACINTHE -- -- QUEBEC

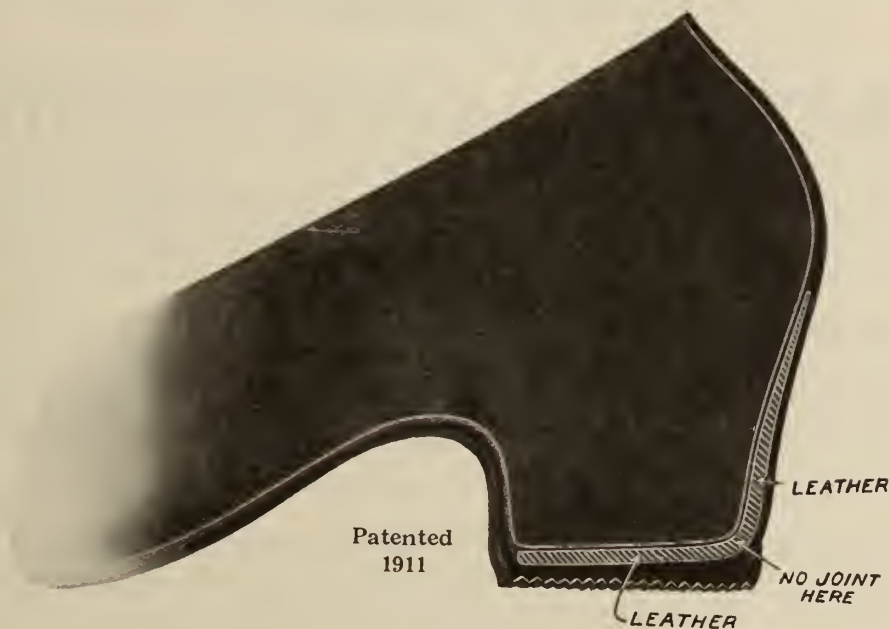




KAUFMAN'S
Life-Buoy
Rubbers



In all First
 Quality Soft
 Back Goods



The most important
 improvement
 in Rubber
 Footwear of
 recent years.

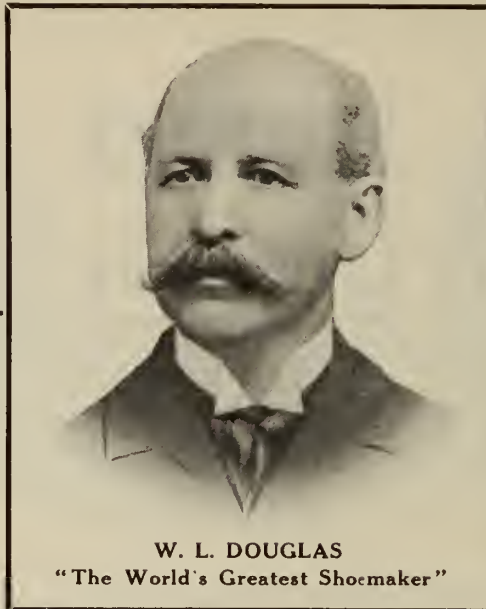
The leather heel and counter has been thoroughly tried and found to be the greatest improvement in Rubber Footwear of recent years. ∴ See them before you buy.

MADE BY

KAUFMAN RUBBER CO.

BERLIN ————— CANADA

An Independent Company



W. L. DOUGLAS
"The World's Greatest Shoemaker"

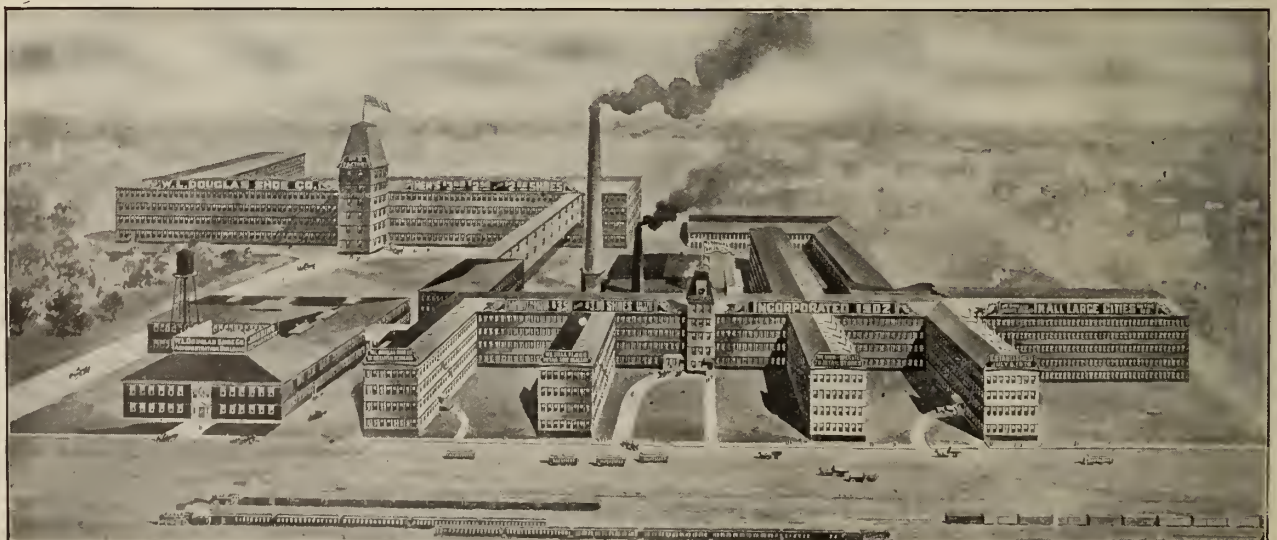
IMPORTANT ANNOUNCEMENT

Owing to the increasing demand for **W. L. Douglas Men's, Women's and Boys' Shoes** in **Canada**, we have decided to give the **Exclusive Agency** to one **live dealer** in every town.

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

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

W. L. DOUGLAS SHOE CO., 203 Spark St., Brockton, Massachusetts



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U. S. A. CAPACITY, 17,600 PAIRS A DAY.



The season for "Maltese Cross" Rubbers opened March the fourth.

There are twenty-four selling agencies to distribute this well-known line and some of their travelers will soon be calling upon you.

Wait for them. You don't really know what the Rubber market has to offer till you've looked over the Maltese Cross line.

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

Head Offices:—47 Yonge Street, Toronto

BRANCHES AT

**Montreal Halifax Winnipeg Calgary Vancouver
Sydney Melbourne and Perth, Australia**

(Not in any Trust)

A GREAT STRIKE

The world might well stand appalled at the possibilities for disaster that attend a coal strike. But the shoe dealer who fails to provide for the demand for a **household necessity** such as

TRICKETT'S SLIPPERS

which are now regarded quite as essential as coal for the convenience and comfort of the **Canadian Home**, especially in



winter, is looking for trouble. Whatever you do see that your fall and winter stocks contain a **full proportion** of these **ready and profitable sellers**. You can get anything your trade



calls for in *style, material and price* from the *cheapest* to the more *expensive*.

TRICKETT'S DO THEIR OWN SELLING

You have only to show the goods and the prices to make sales. They appeal to the eye as well as to the pocketbook.

Ask your jobber for TRICKETT'S and have him show you our new styles for Season 1912-13

SIR H. W. TRICKETT, LIMITED
WATERFOOT **Near Manchester** **ENGLAND**

Canadian Manager, J. S. ASHWORTH, Manchester Building, TORONTO

**WHERE
AMHERST
MAKE
EXCELS**



**7 POINTS
OUR GUARANTEE
ON EVERY PAIR**

“Busy Amherst”

IS THE PLACE WHERE

Amherst Solid Shoes

ARE MADE.

5,000 DEALERS ARE NOW SELL-
ING OUR SHOES—FROM SYDNEY
TO PRINCE RUPERT.

Western Branch:

**Amherst Central Shoe Company, Limited
Regina, Sask.**

GOODNESS is determined by TEST
Amherst Shoes are not disappointing
Sales for 1911 - - - \$867,488.00
THE 7 POINTS DID IT

Ask for Booklet

**Amherst Boot & Shoe Company, Limited
Amherst, Nova Scotia**



How About Staple Footwear for Fall?

How are you going to choose your staples for this Fall's selling?

Are you going to look at the prices and say "I choose this one—it's cheapest?"

Or do you want to sell shoes this Fall that will help you sell more shoes next Spring.

If you want to make this Fall's selling help boost your sales and profits in the future—choose Surpass Shoes.

They've helped lots of salesmen to bigger sales and bigger profits. They've made a reputation as "bring-'em-back-for-more-shoes." They'll certainly make good for you.

The quality that made the big Surpass business possible can be relied upon to win sales for you.

Fall samples of the Surpass Shoe are now being shown to jobbers. These jobbers will soon be calling on you. Consider this matter NOW and be prepared to examine carefully these Surpass samples.

When you do you'll realize their great profit possibilities for you.

The Louis Gauthier Co'y, Limited
Quebec



Our Stock Lists

Will be Ready

APRIL FIRST

Send us a card if you don't receive yours and we will be pleased to mail you one

College Girls'
Misses'
Childrens'
Infants'
Welts and Turns

Manufactured by

The Macfarlane

Shoe Co. Limited

Montreal

A Volume of the World's Winning Retail Ads.

THE ADVERTISER'S CYCLOPEDIA OF SELLING PHRASES

The ads. which have brought in the biggest returns, sold the most goods, opened up new business in every line of trade, giving every sort of sale in every season, together with the novel advertising ideas that have been proven winners.

This one great volume—1,360 pages—about the size of a Webster's Dictionary, is filled from cover to cover with ads. that were written by men who are still getting the biggest results to-day—the ads. that built up the gigantic retail stores of America—the ads. that have made other men's fortunes and can make yours.

Original "Brains" Edition

\$ 3

DOWN

"BRAINS," the National and International Weekly for retail advertisers, bankers and other advertisers, originally prepared this collection of winning advertisements and "BRAINS" Corporation is the sole owner of the plates. This is, therefore, the only authentic and complete edition. Handsomely bound in red leather.

Send \$3 with this coupon and receive this volume of the World's Winning Sales Advertisements, a Gold Miner of Business Getting Ideas, the Advertiser's Cyclopedic—1,360 pages—size 10 x 6 inches, about the size of Webster's Dictionary—express prepaid. Send \$2 per month for four months after—that's scarcely 35 cents a week—you will in addition receive

"BRAINS" THE ONLY WEEKLY FOR RETAIL ADVERTISERS

which will come to you every week for two years—104 copies—each containing more of the world's winning advertisements. Send only \$3 with coupon.

BRAINS CORPORATION,
SCRANTON, PA.

For \$3 enclosed, send me the volume of the World's Winning Sales Advertisements—The Advertiser's Cyclopedic of selling phrases = 1,360 pages—bound in red leather, together with "Brains" for Two Years. I will send \$2.00 each month for the next four months or \$11.00 in all.

Canada same terms. Foreign \$12 - \$6 down.

Name

Address



City and State

Business



A FEW
INSIDE FACTS
ABOUT
EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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.



A Variety of Style Varie

If you want variety in your stock of Rubber Footwear you'll buy "Independent" Rubbers.

For if you lay in a comprehensive assortment of Kant Krack, Dainty Mode, Royal and Bull Dog Brands, you will be able to supply the rubber footwear needs of any person.

Now it's a mighty good thing to be able to supply everybody. You don't have to turn anyone away disappointed.

But it isn't such a valuable thing that you can afford to sacrifice quality to get it. For quality, if the price be right, means value and value means satisfaction, and satisfaction means sales.

But—when you can get a big variety of styles and prices with a variety of values—get it by all means.

Kant Krack

JAMES ROBINSON





nd Prices, but no Value

Independent " Rubbers give you a complete range of styles and prices but only one standard of value -full value.

Even if your customers range in station from the navy and the lumberjack to the millionaire you will be able to suit all purses and all requirements.

And the navy and the lumberjack and the millionaire will each be satisfied with the same thing, value.

And value, with "Independent" Rubbers, means more than quality of rubber and workmanship. It means also, fit, comfort, style. And no matter what the price the value is always the same.

Let my salesmen show you why Kant Krack, Dainty Mode, Royal and Bull Dog Brands will increase your sales of rubber footwear.

Dainty Mode

McGill St., MONTREAL





No. 131



No. 133



No. 0155

Three fine-value trunks just added to the "Eveleigh" range

No. 131.—This is a very strong trunk at low price. The box is full size—has fibre binding—angle steel edges (this is not the ordinary tacked-on strip of sheet iron, but heavy gauge angle steel)—long hinges which overlap cover and act as knees—valance clamps—dowels, strong bolts and corners and good lock. Three slats on bottom—leather straps. Lined with printed paper. Tray 7 in. deep. Note low prices: 32 in., \$7.80; 34 in., \$8.15; 36 in., \$8.50.

No. 0155.—A steamer trunk companion to 131—regulation berth height. Same materials and finished identically with 131. 34 in., \$6.75; 36 in., \$7.05; 38 in., \$7.35.

No. 133.—A big roomy trunk very strongly made—front and back cover, edges protected with heavy vulcanized fibre—three slats all around body—four on bottom. Extra strong dowels, bolts, corner and valance clamps, hinges, etc. Heavy leather straps. Linen lined. Tray 7 inches deep with folding cover. 34 in., \$10.75; 36 in., \$11.45.

These new lines are already popular—both the styles and prices are right.

J. Eveleigh & Co. LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches: WINNPEG, CALGARY, VANCOUVER

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.



PRESIDENT

**ONE MOMENT
MR. RETAILER!**

**ATTENTION
PLEASE!!**



CITY



IT'S IT

Lines for Fall now being shown by our young men, are the last words in men's footwear.

The newest lasts—receding toes, broad shanks, and low heels, besides high toes, that have made Astoria and Liberty shoes famous.

There's a reason why you should stock them.

**THE
COOK-FITZGERALD CO.
LIMITED
LONDON - ONTARIO**



HAPPY DAYS

Did it ever Occur to You?

That Science, which has played such a prominent part in the betterment of all things, would be lacking when centered on leather?

Proof positive that such is not the case.

Hyman's Metallic Chrome Sole

By
Actual
Test will
outwear two
soles of the best
oak tanned leather.

See
fall sample

Boy Scout Shoes

made with this leather.

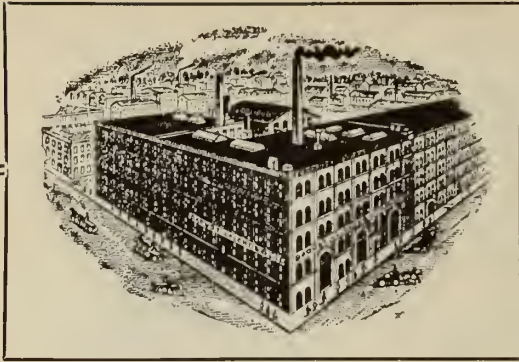
Better Boots for Boys

Curiosity has led to many a

Good Thing

JACKSON & SAVAGE

- MONTREAL



Here are Three Cogent Reasons
for Buying
"Paris" Brand—"Rock Bottom" Brand
Fine Shoes Coarse Shoes
For Men, Women, Boys, Youths, Misses and Children

Quality Our tannery supplies us with our own leather. Our two factories specialize, one on fine shoes, the other on coarse lines. All are equipped with modern machinery and manned by skilled workmen. Therefore we stand behind every shoe made from the hide to the finished product.

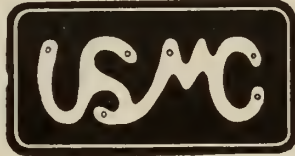
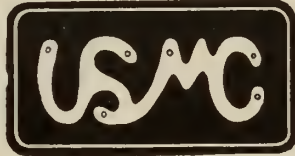
P r o f i t We deal direct with the retailer, hence the latter saves, not only the tanner's, but also the middleman's profits. This means more and easier **net** retail profits.

Delivery With our splendid facilities, as above outlined, we are able to make deliveries when promised. We carry out instructions courteously and to the letter. Write for particulars of our lines.

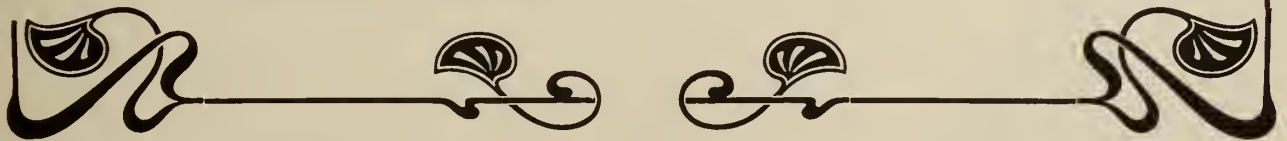
Our travelers will be on the road shortly with Fall Samples.

Daoust, Lalonde & Company
Shoe and Leather Manufacturers
MONTREAL, P.Q.

P.S.—A full line of Moccasins, Long Boots, Felts, etc., carried.



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



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

United Shoe Machinery Co. of Canada

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

For Dirty, Sloppy Weather



Here is a Shoe that
will keep men's feet
dry and comfortable

¶ During the dirty days that come with early spring there is constant demand for shoes that will keep the feet dry and comfortable no matter what is the condition of the streets.

¶ Slush and mud do not affect the Doctors Shoe. It is a shoe that you can conscientiously recommend.

¶ If your jobber does not handle it let us know. We will tell you of one who does.



THE TEBBUTT SHOE
AND LEATHER COMPANY, LIMITED
THREE RIVERS - - QUEBEC



WE
ADVERTISE
 THE GOODS
YOU
SELL THEM

THE "NUGGET" POLISHES
 Sell easily for 4 Reasons

SUPERIOR... QUALITY
EXTENSIVE... ADVERT.
LITTLE... LABOUR
LASTING... SHINE

THE SUBSTANTIAL MARGIN OF PROFIT LEFT TO THE TRADE MAKE THE "NUGGET" GOODS WORTH HANDLING

"NUGGET"
POLISH COMPANY
 LIMITED
TORONTO - ONTARIO

PACKARD'S
 SPECIAL
SHOE DRESSINGS

Over 50 Lines - For All Leathers

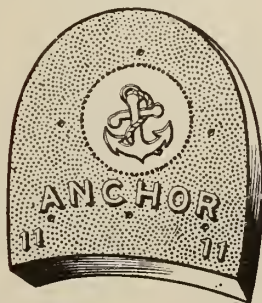


HAVE YOU
 PLACED YOUR
 SPRING ORDER?

If not, you'll be getting busy soon. Why not take a few minutes and look over your stock now, then you'll be ready to meet that first customer.

Packard's
 Shoe Dressings
 are the
 Standard

The latest and best Rubber Heel for the Cobbling Trade is the



ANCHOR
RUBBER
HEEL

A Superior Heel
 at a
 Low Price

Men's - - - \$2.00 per doz.
 Women's - - - 1.75 "

L. H. Packard & Co., Limited
 Wholesale Shoe Findings
 and Shoe Store Supplies
 MONTREAL - - - QUEBEC

The Quaker Shoe Co.
Makers of
Men's, Boys', Youths' and Little Gents' Medium and Staple Lines

Thos. A. Kelley & Company
 GLAZED KID MANUFACTURERS
G L O S S E E
 TRADE MARK
 BROWN Perfection Patent Black Glazed KID
 Office and Factory, LYNN, MASS., U.S.A.
 SALESROOMS: 643 Summer St., West Lynn, Mass. 104 South St., Boston, Mass. 126 Andrew St., Rochester, N. Y.
 SELLING AGENTS
 TAYLOR POOLE & Co., St. Louis, Mo.; Cincinnati, Ohio
 SIMON WEIL: 201 E. Lake St., Chicago, Ill.

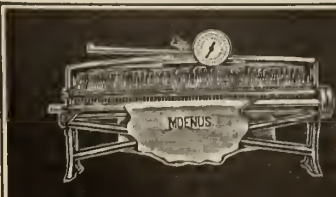
Fred. C. A. McIndoe & Co.
Leather Dealers and Commission Merchants
 Selling Agents for
Breithaupt Leather Co. - Berlin.
85 ST. PETER ST., MONTREAL

SOMETHING NEW
The So-Cosy "Marilla" Insole
 is another PROFITABLE addition to your finding lines. Ask your jobber about it. If he can't supply you, write us.
 NOW ABOUT IT
 The "Marilla" Insole was designed and patented by a woman. It is made of velvet, and does away entirely with the slipping forward of the foot in PUMPS and OXFORDS, and the heel-piece prevents slipping at the heel. Can be applied with ordinary paste or glue in THREE minutes, and after drying half an hour ARE ready to wear. They cost you \$2.00 per dozen pairs in single pair cartons, and may be retailed at 25 cents, giving you 50 per cent. profit.
The Hurlbut Co. Limited
 Preston, Ontario Canada



ESTABLISHED IN 1869
 OLDEST SHOE MACHINERY FIRM IN CANADA.
KIEFFER BROS.
 Dealers and manufacturers in Non Royalty Shoe Machinery.
 Duplicate parts for all kinds of shoe machinery always kept in stock. Ask for prices on Shoe Racks and dieing out Blocks.
McKay Sewing Machine 96 Prince St., Montreal.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS
 CASH ADVANCED ON CONSIGNMENTS. **Leicester, Eng.** and at Kettering, Northampton Frankfort-on-Maine.
 Cable "HIDES," Leicester.



"MOENUS" MEASURING MACHINE
 is the WORLD'S STANDARD Machine
 MOENUS MACHINE WORKS, Ltd. Frankfort o/M, Germany



Every Shoe and Leather Manufacturer should use our **LEATHER** or **HARNES DRESSING**. Each is unequalled in its **Field**

For Superior Excellence, Paris, 1900

Diamond and Boulevard Dressings give a splendid finish that will not peel, smart or crack in handling. They keep their lustre beautifully. They are not varnishes, simply finishing dressings, and contain no harmful ingredients, hence do not attract dust. The above facsimile of medals won in hot competition attest their all-round excellence.

Sold in tins and barrels in any quantity. Send for free sample to day.

AMERICAN DRESSING & SUNDRY CO.

Manufacturers of Leather Dressing and Blacking

232 St. Charles Borromeo Street

MONTREAL

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

SHOE SPECIALTIES

FOR MANUFACTURERS

Your especial attention is directed to our range.
Your wants will be promptly attended to.

Shoe Drills

Shoe Ducks

Sock Linings

Boot Webs

WE ARE MAKERS OF

Rubber Cements

Cork Filler

Box Toe Gums

Patent Leather Tip Repair

Shoe Cleaner

Royal Backing

Pasted Cloth

Box Toe Canvas

Innersoling

Top Facings

Box Toe Materials

Backing Cloth a Specialty

Shipment Prompt

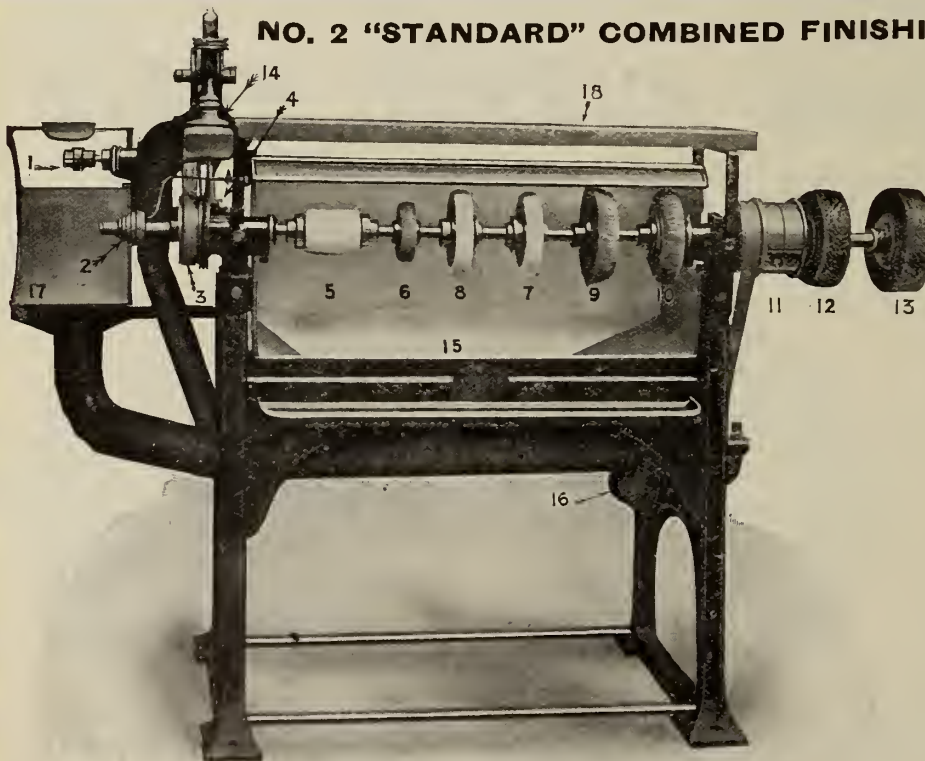
CEMENT DEPARTMENT

Prices Right

FISK LIMITED

MONTREAL

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

A COMPLETE WINDOW OUTFIT

\$
15
ORDER
TO-DAY



\$
15
"THE
BETTER
WAY"

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

82 QUEEN ST. NORTH
HAMILTON - CAN.

Make sure that your Dongólas will stay sold

There are no "come backs" on account of poor leather in any line of Dongólas made from Maple Leaf Glazed Kid.

Maple Leaf is as perfect a leather when it is in a shoe on your shelf as it was the day it was made. It always comes through the process of manufacturing without damage either to its finish or its texture.

You'll find that Dongólas made from Maple Leaf Glazed Kid will sell readily and STAY sold.



LUCIEN BORNE

QUEBEC

A Dull Mat That Cuts Well

You know how much you can save by cutting one stock in preference to another. Exact grading means a whole lot to you,

You will find that

“ACTON” MAT CALF

is one of the money saving kind.

We claim nothing miraculous for it—it is simply an excellently tanned and dressed skin that is graded with unusual care,

A sample order can be shipped promptly if you write soon.

BEARDMORE & COMPANY
MONTREAL - ACTON - TORONTO

Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

“GILT EDGE.” Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.

“ALBO.” For all kinds of White Shoes. Cleans, whitens and preserves.

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

“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.)

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

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

Send for circulars, giving full particulars of our other Polishes, to **WHITTEMORE BROS & CO., Boston, Mass., U.S.A.**

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

THE ACTON GROUP OF PAPERS

Practical—Useful—Each Paper Built to Guide Subscribers

Combination or "Clubbing" subscriptions make the cost trifling. Any one paper \$1.00 per year; any two papers \$1.50 per year; any three papers \$2.00 per year. Each paper in the group is a Specialty Paper, dealing with its field as only such a paper can. These and other problems are taken up in each issue:—What and How to Buy, Where to Buy, How to Arrange Your Store, How to Sell.

MEN'S WEAR

1st each month. 50-80 pages monthly.
Men's Clothing and Furnishings.

SHOE AND LEATHER

Issued twice a month on the 1st and 15th.
60-70 pages each issue.

BAKER AND CONFECTIONER

5th each month. 60-70 pages monthly.

FURNITURE JOURNAL

10th each month. 50-80 pages monthly.

The FUNERAL DIRECTOR & EMBALMER

28th each month. 24 pages monthly.

PAINTER AND DECORATOR

20th each month. 32-48 pages monthly.

DRY GOODS RECORD

25th each month. 60-80 pages monthly.
Covers Fabrics, Accessories, Millinery, Fancy Goods, Knit Goods,
Carpets.

READY-TO-WEAR

15th each month. 60-80 pages monthly.
Devoted to Women's and Children's Garments and Furs.

CROSS OUT PAPERS NOT WANTED

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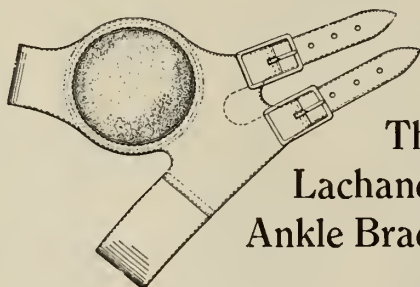
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BRANTFORD, CANADA



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Lachance
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QUEBEC

20th Century Welts

Men's Welts

\$4.00
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C. E. McKeen Co.
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The Williams factory turns out nothing but work shoes. That's one reason why

WILLIAMS FLAME-PROOF MOLDER'S SHOE

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

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Write to-day and get our price list.

THE CLARK SHOE COMPANY
BRANTFORD, ONT.

CANADIAN SELLING AGENTS
ARTHUR A. WILLIAMS SHOE COMPANY
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SCHOLL'S

100%



CLEAR PROFIT LINE

- SCHOLL'S "FOOT-EAZER"
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- SCHOLL'S "FIXO" CORN PLASTER

These are "Rent Payers" for a large and rapidly increasing number of Shoe Dealers.

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An
Exclusive Suggestion
Fall 1912



THE
Smardon
TRADE MARK
SHOE

Women's whipcord cloth
whole quarter patent
vamp welt, 17 buttons.

Is it not to your advantage
to see samples?

SMARDON SHOE CO.

533-535 VISITATION STREET
MONTREAL

Guay's Counters

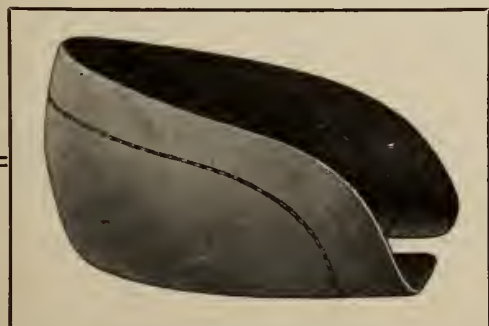
are considered the best by the trade, being made of solid leather, solidly stitched, and meant to stand hard usage.

Their enviable reputation is built upon solid merit, and our repeat business is growing daily.

As to the price—it is less than many cheap varieties. Ask us more about it.

EUGENE GUAY

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Why the Name "Linton" will Always Stand for Quality

TO you there is no virtue in the name "Linton" itself—it's what it stands for that makes it of value to you and your customer. Because Linton Welts have always been high grade in style and in quality of workmanship and leather, the name "Linton" has come to mean reliable footwear.

And because we desire to retain this meaning of the name we cannot afford to allow any fluctuations in "Linton" value.

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Western retailers can order through our Winnipeg Branch, in Winnipeg Rubber Co.'s Building, assuring quick delivery

Branch at
Winnipeg ***Jas. Linton & Co.,*** Montreal

Shoe and Leather

— Published Twice a Month. —

Journal

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TORONTO, MARCH 15th, 1912

\$1.00 per Year —In—
Advance

News and Views on Shoe Styles for Fall Wear

The Dome or Round Toe on Women's Lines Shown by Many Makers—Tans and White Goods Likely to be Popular
—The Custom Last for Men—Less Tendency to Far-Fetched Effects—What the Trade is Presenting

Fall styles—what will sell and what will have the call? Opinions are as varied as they are on the majority of debatable and speculative subjects. In pursuance of its promise, the SHOE AND LEATHER JOURNAL presents some further observations on an interesting and timely topic, and in the next issue will give still more information on this engrossing trade proposition.

Canadian manufacturers are presenting their samples for fall, and all the models evidence splendid advance in workmanship, material and style. There has not been anything offered to retailers in a long time that will equal in fit, finish and snappy appearance the productions of the leading shoe makers of the Dominion.

Naturally they disclose a wide range, but certain predominant characteristics are noticeable. In the better lines of shoes the low receding toe asserts itself to a certain extent over the sharp, high and bold one that has held sway for some time. There is some tendency to make more bals. than bluchers while the button boot for men will reign as a strong favorite.

The swing effect is gradually disappearing from a number of models, and the low, flat heel coming to the front. The costliest creations of the trade for males reveal sensible, conservative lines, with no fancy or gingerbread effects, but a neat, stylish and effective boot that can be worn on any occasion. The principal leathers will be gun metal and velours calf, tan russia calf and patent colt. There will, of course, be a few box calf shoes, and some dongola kid, for a certain element of the masculine persuasion always insist upon having this kind of leather.

The button shoe for men has seven or eight buttons, and will be made in a number of shades of tan, principally of the darker hues. It is not to be supposed, however, that the high toe has disappeared, for many manufacturers say that it will be particularly popular among young men, and that like the fold collar in haberdashery, or the stiff hat in headgear, it has come to stay—at least for a length of time. However, there is no doubt that in the more expensive ranges, so far as men's footwear is concerned, the pendulum is swinging back to simpler lines, the custom last, and less eccentric patterns.

Round Toe for the Ladies

In women's fine goods there are several new offerings, and the high or round toe will, to a large extent, prevail, as during the past season. Vamps show but little tendency to increase in length. They are likely to remain about as they are for some time, owing to the fact that most women like a shoe with an abbreviated fore part, as it possesses a smartness that is not characteristic of a long vamp.

More bals. are being shown this season by manufacturers

of women's fine goods, but the button shoe will still be a decided favorite and command a large share of patronage. The prevalence in women's goods is toward slightly lower heels on those lasts which have a receding or round toe, while the tops in many instances are cut a little higher than last season, being of the slant type.

The new over-gaiter shoe is being featured by a number of manufacturers, with cloth tops, and some very nice creations are shown with lapped quarters and lapped vamp. The straight side button effect is artistic. Many fancy buttons are used to



Feathers now on your feet instead of on your head. Feathered feet is fashion's latest fad. It is called the Mercury shoe, made by fixing on the leather the finest ostrich tips.

adorn fabric tops. Heels run from 11-8ths to 13-8ths.

Nubuck is likely to be a popular make of shoes during the season which will commence at Easter. The material has made quite a hit with the consumer, and the coming summer will enhance its popularity. Most of the manufacturers with any variety in their range are showing some samples of nubuck footwear. This is a line that will be generally worn, and because it is new it will be bought by those women who must have the latest.

This is a line that a wide-awake merchant should make money on. Shoes of this sort from reputable factories will cost



The new overgaiter oxford.

the retailer something more than the average run, but will the price the fair wearer pays be correspondingly high? Not if one may judge by past experience.

Whites and Tans the Go

It is stated that the coming summer and fall will be a strong season for tans and white goods. White footwear appears to be on the gain in appreciation for warm weather and early autumn wear. Some manufacturers are talking of low toes for women, but the models shown are for the most part rather full or round. Rope stitching with wide edges is said by a number of makers to be forging in the front.

Oxfords buttoning straight down the side are being shown by a few makers, but whether they will prove big sellers remains to be seen.

A recent despatch from Lynn, Mass., in reference to the custom or English style of footwear is given as representing certain views on styles:

"The custom style in footwear imperils the Lynn shoe trade, because it is a style set up by foreign designers. The New York custom shoe makers favor custom styles. It is very natural for them to do so. They use only a few lasts and make only a few shoes, for which they get much money. The more custom styles are talked about, the better their business will be.

Invasion of English Styles

"But the grave danger to the Lynn shoe trade in pushing custom styles in footwear is the fact that the American custom style shoe corresponds to the prevailing English style in women's footwear. Now the English shoe manufacturers are seeking to gain admission to American markets, and the only thing that keeps them out is the fact that their shoes are not as stylish as American shoes, particularly shoes made in Lynn. But if the American trade drifts back to the conservative styles, then the English manufacturers will readily sell their present style shoes in American markets, because their styles correspond to the American custom styles. It is a great deal easier to keep English shoes out of the American market than it is to drive them out after they are once admitted."

Attached are presented brief descriptions of some of the

lines which a few Canadian firms are featuring for fall and winter. Certain factories have not yet completed their samples, but a summary of their presentations will be given in succeeding editions of this paper.

Showing Round Toes

The Smardon Shoe Company are showing a natty-looking new round toe pump last in turns. They are also displaying a medium round toe last, used more for strap slippers than otherwise, and an exceptionally neat narrow-toed last for stylish evening pumps. In slippers, three distinctive styles are noted, as above: narrow, medium and round toes. One excellent model was noticed; a medium high toe last in tan, with a whipcord cloth top, Cuban heel. In button boots they are featuring high cuts of 13, 15, 17 and 20 buttons in various leathers. These natty creations will be sure sellers. In heavy lines were noticed high-cut bluchers, of winter calf, with buckle and strap at the top. These come in tan and black. The regular high-cut blucher is also revealed. An extremely pretty pump is shown in narrow toe patent, with leather buckle of self leather, cut right into the shoe, instead of in usual Colonial style.

English Lasts to the Front

The Eagle Shoe Company, Montreal, have an entire new set of fresh, bright samples. Three new lasts for men have been added, which include a "Rocker" for the young trade, a new English last for custom trade, and a fac-simile of Hanan's "London" toe. In women's, two new lasts are seen, one of which is the up-to-date round toe, and the other the English custom last for ladies of fashion. The company are showing a strong line in buttons for both men and women in gun metal, tan calf, patent, and storm leathers. The presentations include many "wet-proof" sole lines. W. J. Gard will cover the Maritime Provinces and Newfoundland for the firm. E. A. Marchildon, Montreal city and Quebec province; John F. Heenan, Eastern Ontario; Frank W. Slater, Western Ontario; John Scott and John A. McLean, the prairie provinces and the extreme West.

A Good Line for Boys

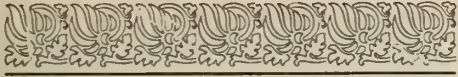
Jackson & Savage, Montreal, are featuring in connection with their celebrated "Boy Scout" brand of boys' and young men's shoes, Hyman's Metallic Chrome Sole, which, it is claimed,



The latest in semi-high shoe

will outwear two ordinary oak-tanned soles, is used. They are adding to the already large "Boy Scout" line two new "Scout" lines, viz: little gents', sizes 8 to 10½; young men's, sizes 6 to 8. They are also carrying a big line of young men's boys' and youths' Goodyear welts for fall selling. These shoes are very natty in appearance, and of the latest styles, high and medium toes being prevalent, although other shapes are well represented. J. P. McNamara will represent the house in the Maritime

(Continued on page 52)



Effective Easter Windows

Exceptionally attractive windows for the Easter festivities are presented by H. & C. Blachford, Yonge Street, Toronto. The decorations are in good taste and simple in effectiveness. One window is devoted to men's footwear and the other to ladies'. The flooring is of white sateen, and the background of white crepe paper, paneled, with rope borders of purple. A large basket of white hyacinths flanked on either side with pots of choice Easter lilies, is displayed, the latter resting on oak pedestals. The upper mural decorations consist of pictures of rabbits bearing baskets of violets. They adorn the part of the background above the paneling, while the price



cards attached to the men's shoes are in the form of "bunnies." The accessories show the different men's lines of shoes, exhibited on neat metallic stands, to decided advantage.

On the other side of the main entrance are women's and misses' shoes. The arrangements are somewhat similar, with a basket of Easter lilies in the centre of the background, and on the wall pictorial baskets of violets. The decorations above the purple and white paneling are of a similar character. For price cards shells, and in some cases, chickens emerging from the egg, are employed. The window is not filled to overflowing, but plenty of space is afforded to exhibit various types of pumps, bluchers, balmorals, buttons and oxfords. There is also a pretty array of silk and lisle thread hosiery. Many shoe men make the mistake of trying to crowd their windows with numerous lines, whereas if ample space is allowed, the goods are seen and shown to much better effect. There is no sense of stuffiness and congestion in the Blachford windows. The firm have avoided a too common shortcoming in window dressing.

The Editorial View Point

GOOD OPENING FOR SPRING TRADE

Spring business in most lines shows a disposition to open up early, and already there is a good movement in such staples as hardware, building supplies, dry goods, wearing apparel, and shoes. People seem to be inclined to buy earlier, and perhaps a little more liberally than usual, although high prices in some lines, and the increased buying involved by the severe winter have shortened some pocket books. Most lines of produce are still dear, notwithstanding importations to meet higher home costs. Money is fairly plentiful, although payments within the past two or three weeks have not been quite up to the expectations of wholesalers. Altogether the outlook is very cheering, and both wholesale and retail departments of trade evidence great hopefulness.

FALL ORDERS COMING IN WELL

Those who are out with fall goods report encouraging conditions. The fact that winter stocks are pretty well cleared up accounts for the report that retailers seem more inclined than usual at this early stage of the game to look at samples. Sorting trade has simmered down, as retail stocks has been opened up, and dealers seem to be inclined now to wait and hope for the best. Everybody seems to be confident of a good season's business, claiming that the long steady winter weather which has enabled rubbers and overshoes to cover all kinds of footwear sins is now practically over, and people will have to face the inevitable. Already dealers are putting forth early spring announcements, and within the next couple of weeks business ought to take on a serious movement. Some say that already sales for March show up better than for the same period last year.

EARLY RUBBER ORDERS DESIRABLE

Those who are out for placing orders claim that they are getting satisfactory encouragement in spite of the conditions that prevail. The fact that rubber stocks have been well cleaned up this winter coupled with the delay last season in shipments, attributable more or less to the holding back of orders, has undoubted influence upon buyers who will hardly be as much inclined as at this time last year to play a strong waiting game. From a retail standpoint, the past season was a good one, although prices were cut in many places, and dealers are more inclined to anticipate next winter's needs. The advance in price has not proven any serious drawback, as it seems fairly certain that the untoward features of the competition last year will hardly be repeated. Early placing is mutually advantageous to retailer and manufacturer.

TESTING THE LEATHER MARKET

It is more or less between seasons still with shoe manufacturers, who are not inclined to test the market to any great extent. Tanners report a fairly active enquiry on account of the prospective opening of the fall manufacturing season, but the shoe men content themselves with testing the market with tempting orders, some of which appear to be sufficiently attractive to leather men to be considered. There is considerable activity in the competition from across the line, where they seem still to have more leather than the requirements of their market call for. Prices are firm in staple lines of upper and sole, and in the former the limited character of the stocks in hand point to further enhanced values. In light lines of upper, this is particularly true.

WEST IS LOOMING UP WELL

Notwithstanding the disquieting reports from the West, reports

from that section seem to indicate a satisfactory opening for the season. Fall samples have been out for some time, and the common report seems to be that there will be no impairment of the demand for staple footwear. In luxuries such as furniture, jewelery, and similar requirements, there may be a lull, although salesmen in these lines claim that apart from a little caution in some of the larger centres, they are doing a good trade. Already the tide of immigration has set in from the United States and Europe, and this is bound to help out. It is to be hoped that complications resulting from the coal strike may not interfere with the movement of settlers.

PEOPLE SHOULD HAVE A SAY

The conditions brought about by the coal strike in England in the past few weeks form a startling indication of the tremendous issues involved to-day in the withdrawal of labor from certain fields. It is not difficult to conceive what widespread disaster may result and what untold hurt may accrue to those least concerned in the immediate trouble, when such basic industries as fuel production and transportation are affected. It proves that the people who stand in such jeopardy should have a hand in such disputes through the government. It should be made impossible to declare a strike in such cases without reference to arbitration. A government which does not realize the necessity for protecting the innocent subject from the evils of labor embroglions should be put out of business.

SETTLING DOWN TO BUSINESS

Now that we know definitely that the South Pole is at the exact spot at which it was supposed to be, we will no doubt settle down to the even tenor of an ordinary mundane existence. It has been interesting to learn, of course, that there are mountains, plateaus, and glaciers, at the southern apex of the earth, but we were led to believe in the plateau theory when at school we were told that the earth was "slightly flattened at the poles like an orange." Now that the Pole business has been definitely settled, both north and south, and there is found to be no land or water worth grabbing, the money that has from time to time found its way into glory expeditions that can accomplish little for God or man will be turned into more useful enterprises. There are ways of winning renown and doing good at the same time that never seem to commend themselves to those who thirst for undying fame of the Arctic type.

COURTESY AS A FACTOR IN TRADE

"A true capacity for courtesy is a high gift," writes a shoe retailer from Halifax. "Courtesy is an important business detail, a great asset in getting under the buyer's skin. To my mind, amiability and a fine discernment of the wishes of the individual customer are the only real weapons with which the small business man can hope to beat his bigger competitor. Courtesy goes farther and does more to hold the buyer than bargain sales. I find that people would rather deal with a small but amiable, accommodating trader than with some of the bureaucratic machines of a vast establishment.

"Courtesy as an asset in the success of a business man cannot be under-estimated. It makes for loyalty among employes, it attracts trade, it generates respect and good-will. It is one of the principles of scientific management in shop, factory or store, and the higher the quality of courtesy extended the greater will be the reward from those who are the recipients of it."

China Dinner Sets Free To Biggest Shoe Buyers

Novel Plan Adopted by Chatham Retailer to Attract Trade—How Contest Is Conducted—Successful Method of Handling Travelling Goods—Timely Advice In Advertising Shoes to the Trade



"I do not see why more advertisers in the SHOE AND LEATHER JOURNAL do not quote prices on their various lines of goods. The mere fact that illustrations are presented and a general description given does not arouse the interest of the average retailer to a point sufficient for him to sit down and write a letter asking for figures. Now, I notice that trade publications and shoe firms in the United States take special pains to state at what prices their lines are selling. I am glad that a few advertisers in Canada are waking up to this fact. The old excuse, that it would not be well to quote figures in print, as a competitor might come along and offer the same article a few cents less, is, to my mind, a weak argument, as such tactics are possible in any selling game. Supposing one line of shoes, pumps, oxfords or colonials is quoted at a lower figure than that of a competitor, I am to be the final judge of the quality, style, and value. It may be a little point outside of price itself that determines my choice in the matter. By all means advertisers should quote prices in order to enlist the interest of retailers."

So spoke George W. Cowan, of Chatham, Ontario, who, this fall, will celebrate his silver jubilee in the boot business. Mr. Cowan has built up one of the largest trades in Western Ontario, and started to gain his experience in 1880, with the late Chas. Poile, of Chatham. Seven years later he embarked in a footwear venture for himself, which has turned out successful.

To-day he has two stores in the Maple City, one having been opened recently opposite the market, which he uses as an outlet for certain lines from the larger quarters. The main establishment is 100 ft. long by 20 ft. wide, and is filled with goods right up to the ceiling. The basement is used for storage purposes, and on the second floor is a large trunk room, reached by a separate stairway. Here some of the heavier lines of rubber and leather boots, as well as a first-class variety of trunks, are carried. In the centre of the store is an octagonal table, which is sectionalized. In each section various shoes are placed and large price tickets put on them. This presents some thing interesting and gets rid of slow selling goods during odd seasons. Twice a year a big reduction sale is held.

Interiorally, the store has a hardwood floor and metallic ceilings, and is well lighted. The windows are of the showcase type, with luxfer prisms above and bird's eye maple flooring. The entrance is tiled.

Signs Alongside the Road

Mr. Cowan believes in making his windows back up his advertising, and the two working together to the best advantage. He is a liberal patron of the newspapers, and thinks such expenditure, when rightly directed, yields him good returns. He favors displaying the catchy lines in the window at the proper time, and in connection with his advertising of spring goods (which appeared in recent editions of the Chatham papers) he had his windows filled with the latest and freshest offerings. A few days ago he had about 1,000 metallic signs of dark blue surface and white lettering tacked up for miles around Chatham. The words on each sign are, "Wear Cowan's Shoes." This slogan has become so well known that when anyone in Kent County thinks of shoes the name "Cowan" is immediately associated with the idea.

Some years ago Mr. Cowan started a cash business and stuck to it rigidly for a long time. He practically does a cash

business to-day, and the amount of money on his books at any time is very small. One price and all goods in plain figures rule. He has very little trouble with the approbation practice. "Of course," he said, "a shoe man is bound to encounter a little of this, but we minimize it as much as possible. A shoe stock, to my mind, should be turned over three times a year, and should always be well assorted. I do not think that there are too many styles at the present day, as it affords a discriminating buyer a chance to exercise his personal judgment. It also results in giving the people what they want in the line of footwear. We are handling less and less American shoes all the time, as Canadian factories have been making great improvements in their models. The people do not call for as much American foot clothing as they did some years ago, and we present styles and lasts that are right up to the minute in attractiveness and smooth shoemaking."

Goes Over Stock Every Week

Mr. Cowan says that he has no regular system of stock-keeping, but that every Monday morning the stock is carefully



Interior of the Cowan shoe store, Chatham.

gone over and an inventory of the sizes required taken. This means that each clerk gets to know the goods thoroughly, and when a salesman or saleswoman intentionally acquainted with what he or she has to sell much valuable time can be saved and customers fitted more expeditiously. On each pair the cost, make, number and selling price is marked.

Dinner Dishes for the Ladies

Mr. Cowan has long been a public-spirited citizen of Chatham. He served four years in the City Council, and was in the Mayor's chair for one term. He is popular with all classes, and now is pulling off a stunt that is making him even more talked about than when he held the office of chief magistrate. Each week he is giving away a dinner set of 42 pieces absolutely free. He has obtained 30 of these beautiful hand-decorated sets, and the system of distribution is rather unique. Every time you make a purchase at the store amounting to \$1.00 or over, the total amount of the sale is punched on a contest card. Each week, on Thursday afternoon at 3 o'clock, these cards are to be presented in person at the store. The holder presenting the one which shows the largest amount in purchases punched out receives, absolutely free, the dinner set. If a card does not entitle the holder to one set of dishes at the first award, the card may be held for subsequent distribution, and

may be the highest the next week. When a card secures a dinner set it is marked "cancelled" by the firm and returned to the fortunate possessor, who retains it, as there is another big prize to be given away in a few weeks, which is a handsome, quarter-sawed oak china cabinet. It should be mentioned that only one dinner set can go to a family, but that all persons have a chance to compete for the oak cabinet. The donation of the attractive dinner sets has aroused great interest, and every woman who receives one, of course, will talk about the good luck she has had and publish the fact among her friends and relatives. Mr. Cowan looks upon this scheme as an excellent one to bring trade, and the contest is now in its fifth or sixth week. Various other plans have been tried from time to time and worked out with splendid results.

There are two cash carriers in the store, as well as a parceling counter, and at the front is a silent salesman showcase for the display of findings and fancy lines of evening footwear.

Handling Trunks Advantageously

Mr. Cowan handles trunks, valises and traveling requisites of all kinds. He has done so for years, and says the profits are equally as good as those received on shoes. He thinks that these are good lines for any retailer having ample room. He devotes special attention to featuring these goods by window displays, advertising and other means.

Speaking of a sale of these articles, he said, "I generally have them where they can be conveniently inspected. You know, the shoe merchant gets his customers in a little different position from what most other merchants do, in that they are sitting, and while they are looking around their eyes are apt to fall upon a trunk, suitcase, or club bag. They become interested, and in this way many sales are effected. I do not think that this class of trade should be handed over by the shoe retailer to the harness man or the general store. The shoe man, in the first place, is in just as good a position to stock these as any harness man. Shoe houses are generally cleaner and more attractive and their general surroundings more conducive for ladies to enter than is a harness shop. It is for this reason that a footwear dispenser has a great advantage.

Good Profit in Repairs

"We also conduct a repair shop, and find that it pays very well. It yields us a profit every week, is a convenience to the public, and results indirectly in drawing trade to the store. We are not troubled much with requests for free repairs. Running outside with every little job that comes in is not a very satisfactory means of attending to this part of the business, which people in general have come to recognize as being associated with the boot trade—the matter of repairs.

"I think there are good profits to be made in findings, trunks and valises, and a repair department, if these are given the same close study and careful oversight as other lines of the business. I believe in marking all shoes at a fair figure and estimating the profit on the selling price, and not on the cost price, which is a mistake that many retailers make. In the end they find that they are not earning any money and possibly discover they are at the small end financially before many years have passed."

Pulling Off a Fool Stunt

"There is always some one in this trade pulling off a fool stunt," remarked a Nova Scotia shoe man, who was in Toronto last week on a visit. "Why, down in my town, during December, when trade is good and buying brisk, and we expect to make a nice profit and so end things nicely for the year, what did one of the firms do? They advertised a big reduction sale in the holiday period, and declared that prices were reduced greatly on all Christmas novelties and regular lines. Now this house

was not in the habit of rushing things in this precipitous fashion, but one of the partners lost his head because there were a few mild days and business held aloof for a short time. Of course, you can not control certain irresponsible moves on the part of your competitors, but there is no sense in any merchant who wants to do business legitimately, 'cutting off his nose to spite his face.' To my mind all shoe men should have a tacit or friendly understanding that so many stock reduction sales should be conducted each year, say two—the first in January or February, and the second in July or August. If these do not suffice and a man cannot by enterprise, proper displays, effective advertising and sound merchandising methods, sell sufficient goods at other periods there is something radically wrong with him or his offerings. I believe that shoes should be sold on their merits except certain accumulating odds and ends, and to apply the knife during the harvest time season, is a short-sighted and unreasonable practice. Any individual, two degrees above an ignoramus, can cut prices and slash in all directions, but to sell an article on its merit and at a fixed price—one that will yield a fair profit—is salesmanship and good business from the drop of the hat."

"Reliable Footwear"

Rowland Hill, shoe retailer, 189 Dundas Street, London, has a boy who has set the sale of shoes to a lively rhythm. The lines have been published in connection with some attractive literature issued by the store, and are deemed worthy of reproduction. They are:

We often think, if people thought,
On everything before they bought:
And when they need a pair of shoes,
Are careful of the pair they choose.

For Women Folk, with dainty feet,
Our "EMPRESS" shoe cannot be beat;
The latest style, the best of make,
This "Classy" shoe is sure to take.

We also have the "AVENUE" shoe.
We have a pair just made for YOU,
Just try a pair, and you'll be glad,
The "AVENUE" shoe is not a "FAD."

For men our "RIDEAU" shoe is fine,
From heel to toe it's right in line
With all the latest styles for spring,
They comfort to your feet will bring.

"INVICTUS" is the best shoe made,
The leather is the highest grade,
From early spring to latest fall,
This "BEST GOOD SHOE" outwears them all.

Our "DREADNAUGHT" shoes boys can't wear out,
The leather's strong, the stitches stout,
Each schoolboy knows, it gives him joy,
This shoe was made just for a BOY.

For your little son or daughter,
We have a shoe called "LITTLE TROTTER,"
This shoe was made for growing feet,
It's comfort sure, and looks so neat.

So call around, it's worth your while
We'll fit you with the latest style,
You'll be well pleased, we know you will,
So buy your shoes from ROWLAND HILL.

A TRIBUTE FROM ABROAD

"Will you please send me copies of the SHOE AND LEATHER JOURNAL of November 1st and 15th last, containing the excellent stock-keeping system which you published. I am desirous of putting in a good system, and the one outlined by Mr. A. E. Edgar, of Windsor, Ontario, is the best which I have run across. Thanking you for your trouble. I remain, with best wishes, sincerely yours.—George H. Stoebener, 6227 Penn Avenue, Pittsburgh, Pa.

Why I Do Not Buy From Some Shoe Travelers?

Retailer Tells Why He Refuses To Give Certain Men Business—Cajoling, Bluffing or Coercing Do Not Carry Weight With Him—The Faults of Some Road Representatives Frankly and Fully Outlined

"I see that the travelers had their innings in 'showing up' a number of the shortcomings and idiosyncrasies of certain retailers," remarked a Hamilton shoe merchant this week to the *SHOE AND LEATHER JOURNAL*. "Well, as you say, there are two sides to every story, and it is well to hear the party of the second part. I spent ten years on the road before going into this line, and I can bear out what you published about the excuses of divers kind for not giving commercial representatives an order, 'jollyng them along,' as it were, but the blame is not all on the side of the buyer. Very often the seller cannot call the pot black. I have been in business now for sixteen years, and, in that time, have met some quaint characters among travelers, the majority of whom are decent, earnest, and self-respecting fellows; but not all. Here are some types that I recall:

The Raw End of a Deal

"There is the man with a grouch, who complains that you are not using him right, and that he is getting the dirty end from you. He declares that you do not give him or his goods a fair chance, and that you must have an unreasoning prejudice against his house for not buying. I never like to talk to a fellow who appears to find everything in creation out of tune or joint, and would sooner that he would get rid of his jaundice before he enters my door.

"The reason a traveler does not sometimes sell me goods is because he gets off that old song regarding coming over and having 'a look at my samples, and you know that I do not expect you to buy.' He talks as if your visit was more in the nature of a social call. He is trying to jolly you, and he cannot blame the retailer if he attempts to work off the same kind of coin. Now, no man is on the road merely to hand out cigars, funny stories, and warm air to merchants. He is out to sell goods, and beating around the bush is not the most direct or effective method of doing so.

"I have in my mind one fellow from an Ontario factory who came bustling in last fall, and when I told him that I could not see my way clear to open any more accounts, he began blustering and telling me how to run my business, that I should keep niftier stuff, or I would soon become a back number. He even went so far as to say that I could not get along without his brand of shoes, and that, if I did not buy, he would sell a certain retailer on King Street, who would secure my trade, and that I would be left in the lurch. In plain, unadorned language he sought to inform me that I was blind, and did not know my own best interests, and that, if I did not stock his stuff, I might as well make up my mind to close up shop at an early date. I soon told that fellow what was what, and that he could not bulldoze or cajole me. The door for him.

Trying To Sell on a Pull

"Then I have had other fellows, who try industriously to work the sympathy plea, the lodge membership pull, the religious racket, Church associations, political affiliations, family connection, and all such junk. Well, I would not buy shoes from my own brother unless I felt that he was giving me equally as good style and value as any other house. With me business is business, and there is no compassion or condolence about it. I generally listen to what every traveler has to say, and accord him a gentlemanly reception, but when he gets too persistent, too prosy, or too blustery, then I come out flat-footed. No knight of the grip can bombard or bamboozle me.

"Then there is the salesman who has no patience, who wants to butt in, no matter what you are doing, or upon whom you are

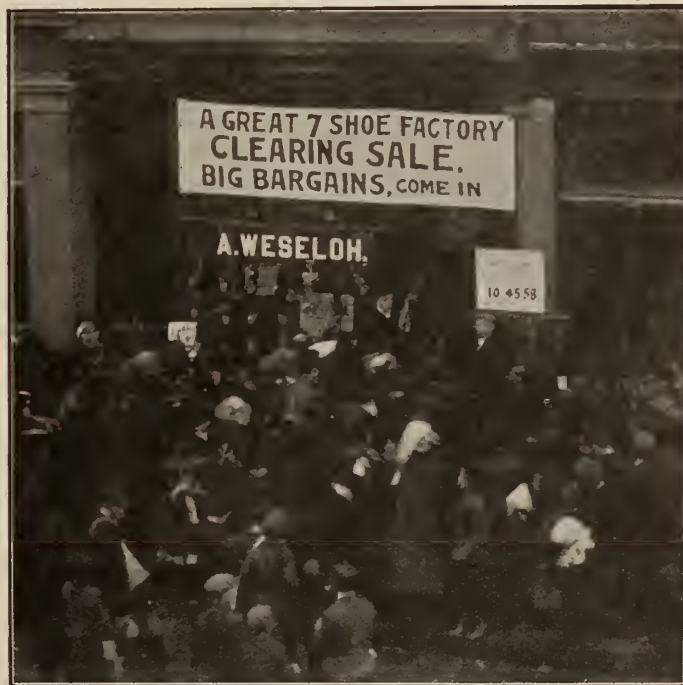
waiting. Happily, this number is small, and I can only recall three instances of where a commercial man has poked his nose in when he should not do so. The vast majority use discretion, good judgment, and tact.

Where Both Are At Fault

"I see that a few retailers are accused of not keeping their appointments, and offer no apologies. Now, that is not right usage. If I tell a man that I will be down to the hotel at two o'clock to look over his line, I endeavor to keep my word, and, if I cannot get there, I telephone at what hour he may expect me. I have had travelers, on the other hand, make appointments, and, when you arrived, they were away trying to sell someone else, and offered very flimsy excuses for not being on hand. Others have sought to use the telephone too much to make dates, rather than coming around personally, and a few have tried the old ruse of promising certain concessions, which are never fulfilled, and then swore on the next trip that they had never promised anything of the nature regarding payments, discount, delivery, and other things.

"A young man came into the store last spring, and I told him that there was nothing doing, and that I meant every word

When Did the Clock Stop?



A. Weseloh & Co. of Berlin recently disposed of their footwear stock to Fred Kibler of Listowel after being sixteen years in business. They conducted a big reduction sale before the transfer. It possessed some unique features and the accompanying illustration shows a portion of a Saturday crowd. A clock was in the window and with every ten-cent purchase a ticket was given entitling the holder to guess at what hour the time-piece would stop. There were three prizes, \$3, \$2 and \$1, offered each week. The sale lasted several weeks, and the clock was unveiled every Saturday. A placard was placed on the front announcing the exact minute of "when the clock stopped." Weseloh & Co. will continue in the clothing and dry goods branches.

I said. He coaxed and pleaded to have me give him a small order, and when I had told him half a dozen times that I did not want any more goods in his line, he became profane and abusive, and remarked that he had thought that he was calling on a live shoe man, but that he was now convinced that I was a dead issue, and that my stock showed that he was right in his observations. I soon told him that he was a cad and that the sooner he got outside the better for him. I have been abused and browbeaten, told that I did not know my own mind, was a poor buyer, a loose stock-keeper, that I did not recognize what my customers wanted, and all that sort of thing. I will allow a man to say a good deal when it is a case of matching wit and wisdom against wit and wisdom, but I will not permit any veiled insinuations that I am a fool, a knave, or a back number. Neither will I stand for being accused of partiality, lack of foresight, close-fistedness, or footwear ignorance. I had a fresh Alex offer to bribe my head clerk, if he (the head clerk) would wheedle the boss into giving an order, and another of the same breed, who was on the road for a couple of seasons, made himself particularly obnoxious by hanging around the store and flirting with my cashier and one of the sales ladies when he thought my back was turned. He regarded himself as decidedly smart. This smooth heart-crusher sought to curry favor with them by promising one a pair of satin slippers and another a pair of superb tan walking shoes, if they could land the boss for an order.

No Regard for Others Feelings

"One fellow used to come in with his breath so odorous that you knew he was approaching half a block away. Another was too blasphemous, and one more was fond of smoking, and when I remonstrated with him one time he told me I was mighty particular, and that tobacco would not injure my trade, and that others did not object to him enjoying a cigar. He grew insolent and unbearable in his attitude. Needless to say that he received no order from me.

"If a man will not live up to his promises and will make all sorts of verbal agreements, which neither he nor his firm will implement, if he will show a tendency to cut prices, and if he will promise me exclusive control of a certain line, and then do a little side business, I want nothing more to do with him. I want a traveler to stick to his word, to hold out no false hopes, to never misrepresent his goods, and to learn to take 'No' for an answer when I have given him a decided reply.

Putting It Over on the Retailer

"I have known representatives to meet and boast of how they put one over on Robinson, how they made Thomson come across, how they hoodwinked Anderson and bluffed Hill. I do not want to do business with a man who uses me or my order to get business from another man, who is a competitor. I have had fellows come to me and tell me that they had sold Burch up the street so many pairs of this line, and Burritt so many oxfords on such a last, and that the reason they informed me was so that I would be on the same keel, and not get left. I know that a man who imparts to me how many men's button boots my opponents have bought will convey the same intelligence to them regarding my purchases. I have found that a tale bearer is invariably a tale carrier.

Telling About the Other Fellow

"Now, using the business of one retailer as a club or lever to pry an order out of me or somebody else is not to my liking and way of doing things. I know a number do not look upon this matter in the same light, but I do not want a traveler to tell my rivals what lines I have ordered. I do not particularly care what other shoe men in this city have bought. I have always found business enough around my own shop to engage my time and attention, and I do not seek to run the affairs of

my competitors. They can conduct their own circus, and they have as much right to be in the trade as I have.

"The fellow who is always spying on another, watching who enters his shop and neglecting those who enter his own, generally winds up quickly in his mercantile career. I desire no traveler to use my name or order to get trade from another house, and I trust that others expect the same thing. Perhaps this is a pointer that some visiting salesmen have not given enough thought to. The few exceptions I have pointed out do not hold good with the vast majority of men who call on me, but I wish you to understand that while there may be some queer retailers there are also a few queer travelers. Those who have been on the road for years know their business pretty well, respect your calling and your confidence, and live up to their word. They prove that by the accounts they open up, the connection they retain, and the esteem in which they are held.

Denouncing the Old Firm

"One more instance and I am done. I know a traveler from Toronto who called on me for years and from whom I bought goods every season. I was satisfied with what the factory sent me, and I made good profits on this ready selling line. Well, last fall he turned up as representing a new concern, with whom I had never dealt, and began telling me that the old company was a sneak aggregation, that they were fakirs from the word go, that they did not know how to use the trade or their employees, and that he was glad to get rid of such a contemptible outfit. The house he was now with made good, honest goods, right up to the minute in quality, worth and wear, and were away ahead of the old one.

"Did I order from him on the score of personal friendship? Not a bit of it. I suppose that he thought, by reason of long association, he could swing all the trade he had in the past, but I soon discounted his story. He had, it appears, had some grievance with the sales manager of the former company over his accounts, had become peeved, and left in a huff, and boasted that he would show them that he could use the knife. While he may have tried to do so, he did not make any incision on me. I detest the chap who has earned a living with one firm for years, and then because he severs his connection with them, goes around knocking and backbiting, slashing and hacking, and acting as a revengeful sleuth. Far better if that fellow had kept his mouth shut, and I might have given him an order. I cordially hate the man who wants to kick down the shanty which has sheltered him just as soon as a storm is over.

"If the shoes that that salesman had recommended and sold me for years were honestly made, well built, and good value, they did not change in a night, as he would have me believe, simply because he had a personal altercation over the matter of commission, and jumped his job."

Some Basic Principles

JUDICIOUS ADVERTISING, a monthly Chicago publication, had an extremely valuable editorial in a recent issue, explaining the common sense view point of all forms of advertising. Part of this is reproduced.

"Novices in advertising look on it as something marvellous, hypnotic, fearfully and wonderfully complex.

"Exactly the reverse is the fact.

"It is built on a few basic principles—merely the application of common sense to a knowledge of human nature.

"Yet how few grasp it.

"How few are able to discard the mass of clogging form and tradition with which it has become surrounded.

All human needs can be divided into two classes—sustenance and amusement.

"Into one of these two divisions everything that is for sale can be placed."

How To Sell Children's Shoes To Best Advantage

The Average Retailer Should Give Them More Attention—Special Department and Head for It Are Desirable—
Juvenile Profits in the Aggregate Total As Much As Those on Adults

By WILLIAM BRYANS

There are many shoe dealers in the Dominion who do not give to children's footwear the attention that this portion of the trade deserves. This is evidenced by the complaints frequently heard from parents, who bewail the fact that their regular dealer has little to offer them in children's shoes. While it is well that a great deal of attention be given to supplying adults with boots, the trade of the younger generation should not be forgotten nor neglected.

Of course, there are merchants who believe that they have a good argument for this oversight. They say that it takes just as much time to sell a pair of children's boots at a small price and a corresponding small profit as it does to sell a pair to adults'. They point out that when you sell the head of the house or his better half a pair of shoes you have really something on the sales sheet to show the fact, while with children's shoes the energy is just as great, and the sales price and profit much smaller.

This may be correct, but there is also another side to the question. The grocer does not push the sale of sugar, flour and salt in sacks and neglect the smaller articles he carries. The hardwareman, while he would much rather sell a stove, does not look with disdain upon a purchase of a pound of nails or a pair of hinges. They sell as much of the dearer articles as possible, and they also sell just as much of the smaller lines as possible. It should be the same with the shoe man.

Children Need Shoes Oftener

While an adult may require a pair of boots every six months, the youngster needs them much oftener, so that the total sales and the total margin on the juvenile trade may amount to as much in a year as with an older person. Another point in favor of carrying them is that they attract trade in other lines. The writer was in a home not long ago when the housewife was going out to buy shoes for herself and also for her little boy. "I guess I will go down to Fennel's," she announced. "He has a good assortment of children's as well." Thus did the attention to children's shoes bring the other trade also.

It would be well, if the merchant finds it is possible, to have a special department for children's footwear. At least, the stock should be separated from the other lines, and a clerk devoted to that one department will bring better results. He would thus learn the whims and fancies of the children and become more efficient in catering to their wants.

Quality Shoes for Them

There are certain points which should be remembered in the conduct of the children's department. Quality is the most important, and quality shoes for the children should be strictly adhered to. It is indeed wonderful how soon the schoolboy or girl can "qualify" even the best boots for the junk heap, and if the wearing qualities are lacking, some other store is liable to get a call next time. They will be most certain to enquire if that will wear good. If the clerk assures them that they will, and they do not, that store is in danger of not only losing the next sale of the child's boot, but perhaps the whole family trade.

A plain statement of your idea of the wearing qualities of the different lines is perhaps best. Act as adviser on customers' purchases. I remember a case in point. A gentleman came in to get a pair of boots for his son. I showed him several kinds, and, at last, he thought a certain pair rather cheap in price would do. Now, I could have parcelled them up, and there

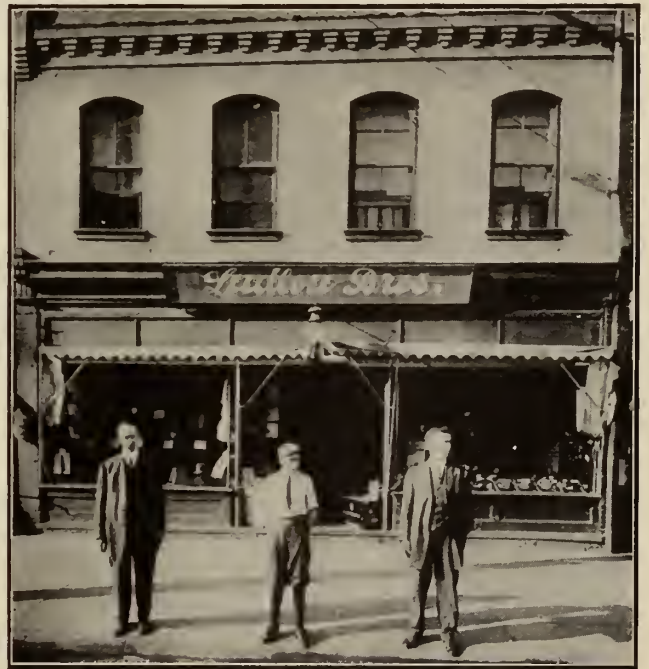
would have been no more about it. I believe in building for the future, however. I looked at the boy and I knew by his appearance that the boots selected would be very short-lived with him. I advised the gentleman not to take them and urged the purchase of another pair, higher in price, but which, I pointed out, were well worth the extra money.

Acted On His Advice

"I don't like to pay a high price, because nothing seems to wear him. He goes through a pair of boots every month." He bought as I advised him, however.

It was over two months before I saw him again. He came up to me and said: "Those were the best pair of boots I ever

Two Enterprising Brothers



The illustration shows the new men's wear and shoe store of Ludlow Bros., of Brantford, Ont., who are doing a thriving business in the Telephone City.

bought. They were well worth the money." Then he pointed to four young fellows, who followed in his wake, and said: "I want you to fit them all up."

The clerk in the children's department has to possess special qualities. He is in somewhat of a more difficult position than other sales people. He generally has two persons to please, the parent and the child. Perhaps a liking for children would be the most valuable quality he could possess. Patience is a virtue, of which he should have a good supply. There will be trying times, but he should attempt to wear a smile through it all. But let the store work to put the juvenile department up a notch.

Suitability to the purpose for which a thing is designed is as necessary to its success as suitability of a person to his calling.

How Do You Train Your Help in the Shoe Store?

What Are You Doing for the Junior or Understudy Besides Paying Him Wages—Tell the Lad Straight What You Expect of Him—Give Him Some Instruction and Encouragement

By J. A. ROLLAND

Because thorough-going senior employes are at a premium, I am constrained to look around me and inquire after the causes. For this dearth of senior employes of the right stamp surely comes under the law of cause and effect.

Employers and managers might well call a halt and ask themselves a few questions, to see if they really are taking the junior seriously, for, believe me, the junior is taking them seriously. These questions might run like this: What am I doing for the boy besides paying him his salary? Let me add here that a junior's pay is low because of his inexperience, thus he is actually paying you to be taught, very much the same as if he went to a college. You are the teacher, he is the pupil. What are you teaching him and how are you teaching it? Are you giving him any technical knowledge? Do you ever have him be salesman and you customer, and lead him out? Do you criticize his effort kindly and make clear to him how his method of approach could have been improved upon, that he lacked resource, or that his efforts, though sincere, were aimless, and that he was doing too much guess work? If you do this, say, once a week, you will see a junior getting keen on sales, becoming very observant of his seniors. His eye will brighten with visions of some day being a manager or employer. "The thoughts of youth are long, long thoughts."

Some Timely Questions.

Did you ever set an examination of say ten questions pertaining to the stock and trade, and have him write on it as he would at school? Try it. Here is one that has been actually tried with very good answers, and followed up next day with a host of questions as to the why and wherefore.

1. If you had even chances to sell a pair of 1371 or 1370, both at \$6.00, which would you sell, and why?
2. What would be your main selling points or arguments with line No. 526?
3. Name one or more instances wherein a Balmoral cut is preferable to a Blucher cut?
4. Why is it not good policy to make your first question to a customer "What size?" Outline a better way.
5. Describe, as you would to a customer, the good qualities of No. 1020, and in what way is No. 4391 superior?
6. What length is a size, and what is the difference between, say, D and E widths.
7. What does the name "Dolge" stand for in the felt trade?
8. What advantage has sun-dried over steam-dried felt?
9. Why is No. 640 a \$6.00 shoe and No. 526 a \$5.00 shoe? Both are velours calf, same styles of upper, and on same last.
10. If a customer has a large foot and a small one, how would you proceed to make a sale?

Let me take points from real life, in fact my own experience as a junior. I was from the country, and, of course, green to the ways of a large town. I cannot recall my employer ever saying anything pleasant to me or asking how I was getting along, what plans I had for the future, or if there was anything I wanted to know about the stock. On the contrary, he would never let me see the SHOE AND LEATHER JOURNAL, or let me learn of shoes, or what they cost. Anything in

the shape of trade knowledge was studiously kept out of sight. I do not know why. I was going to night school at the time and doing my best to be something in the trade, but no thanks to my employer.

"To Drive" Is To Spoil.

Now, another thing more glaringly unjust, was being called down for lack of information that was never given, and which should have been given. The surest way to spoil a junior is to "drive." The minute you have to try to sell from the standpoint of fear of being called by your employer, your influence with your customer is gone, unless he be a man with large heart, and buys to save you. But he will never darken the door again. Just count up and see how many you know who have tried to sell you with the fear of the boss behind them, and I venture there will be just the same number of stores into which you never go.

Now, on the other hand, I would not advise any lax methods. Juniors should try and try hard to sell, and each week should see some new resource. He should be told first thing, if he finds he cannot sell, to drop out gracefully and give someone of more experience a chance. Then, if he can take in his senior's procedure without his presence being noticed, he will likely note points wherein he failed. If a sale has been made, show him where he failed, but do not rub it in. Thus he will be helped for the next effort.

A Few Things To Be Remembered.

Here are a few plain things a junior should be told, just as soon as he gets his hat off, and is ready for work, that will not take many minutes of his employer's time, and will pay him (the employer) a hundred fold.

1. Don't stand around glowering at someone else selling. Remember, the third party never helps to make a sale.
2. Use as good language as you know. All classes of people appreciate it.
3. Your conduct in the store and out of the store is your employer's business.
4. Be loyal. If you cannot think well and speak well of your employer, be too proud to take your wages. Find a man you can respect.

Many more might be added which will suit the particular kind of boy.

No Use Mincing Matters.

Juniors, we know, are not perfect, and indeed sometimes are far wrong, and these things, unpleasant as they are, must be dealt with kindly and firmly—no mincing of matters. I venture to say, if this is faced and dealt with, and the boy made to see clearly the wrong, you will have a better boy, one who will respect you the longest day you live. It may hurt him to be caught and told, but in his quiet, sane moments he will thank you in his heart. This, I believe, will hold good in almost every case, for 90 p.e. of our boys are honorable. There is no need that they fall just because they slip.

Speaking on this very subject with a prominent business man the other day he told me that he had a boy go wrong. He never made any particular enquiry, but felt sure the boy was wrong, and, to use his own words, "I told him to get to h—out of here." I would not make light of matters like this, and I believe if a boy were taken kindly and firmly in hand he could be taught an everlasting lesson.



How to Write Old English Alphabet

It Has Been Considerably Modified and Made Less Complicated for General Store Work—Very Attractive Where Dignified Effect is Desired—With Practice the Letters can be Made Quickly—Tenth Lesson in the Instructive and Interesting Series

By R. T. D. EDWARDS, The Robert Simpson Company, Toronto
(Copyright by Acton Publishing Company)

The cardwriter's list of alphabets would be incomplete without Old English. For headings on some cards, and for



Fig. 1

wordings on others, where a stately, uncommon appearance is desired, this alphabet is very useful. In this lesson we will deal with it.

The impression most people entertain regarding Old English is that it is a style of lettering very complicated in construction and hard to read. In its original state it is such. In this complicated form, however, it has its purpose for signs, engravings, etc., and is sometimes used by cardwriters. But for general cardwriting, it must be modified considerably. The purpose of this lesson is to give our readers an alphabet that contains all the general formation of the original Old English, but one that can be executed rapidly and easily read.

The capital *W* illustrated in Fig. 1 is a good sample of the original type. Compare it with the *W* in Fig. 3, and the changes will be easily seen. It will be noted that many of the fine lines and decorative curves have been eliminated. While these lines and curves have a decorative value, and, as previously stated, are sometimes desirable, when a cardwriter's time is considered they are a disadvantage, if the same general effect can be obtained by omitting them. In making the old style a small brush must be used for the fine lines, and in the revised types but one brush is necessary.

The foregoing will give you a glimpse of the general char-



Fig. 2

acteristics of the alphabet under discussion. It is of a stately character and must be used with discretion. It is most suitable

on cards where a certain dignity is desired. It should always be arranged in straight lines. Your attention is drawn to the cards illustrated in Fig. 4, in which the straight line effect is exemplified.

Old English may be employed to produce some striking color effects by means of shadings, panels, etc. In the cards illustrated the shading on the light card is of the same color as the card itself, but a few shades darker. The other card is dark lettered in white and shaded in black. In actual use this lettering is often associated with goods of English manufacture.

Practice Work

This revised alphabet is one of the easiest and quickest possible to construct. With practice it can be made even more quickly than brush-stroke Roman. It is composed of a series



Fig. 4

of brush strokes as illustrated in Fig. 2, and if the reader desires to reach a stage of efficiency in letter formation the strokes must be practised until they are all executed with comparative ease.

Materials

Use a chisel-shaped brush. One of the regulation style will answer, but in the writer's experience he has found that a brush slightly shorter than usual is desirable for Old English lettering. It is more chisel pointed and not so liable to vary in width as one with longer hairs, and it is essential that all strokes be of an equal width.

The Alphabet.

After the practice strokes have been correctly made, begin the lower case alphabet. It is simpler than the capitals, and by taking it first, better progress will be made. The formation of the letters in the lower case requires little or no explanation. It will be noticed that the majority of lines are straight and few curves are used. Mark out all letters with lead pencil before brush work is attempted, until you are acquainted with their formation. Draw the brush in the direction indicated by

Retailer Distributed 5,000 Scibblers

"The best advertising scheme that I ever pulled off," remarked a Western Ontario shoe man the other day, "was when I had distributed five thousand scibblers in all the schools around. I left enough books at each school for the teacher to present one to every child and I had a racy advertisement on the cover. It stated that each boy or girl who purchased a pair of school shoes at my store would receive free a pencil box.

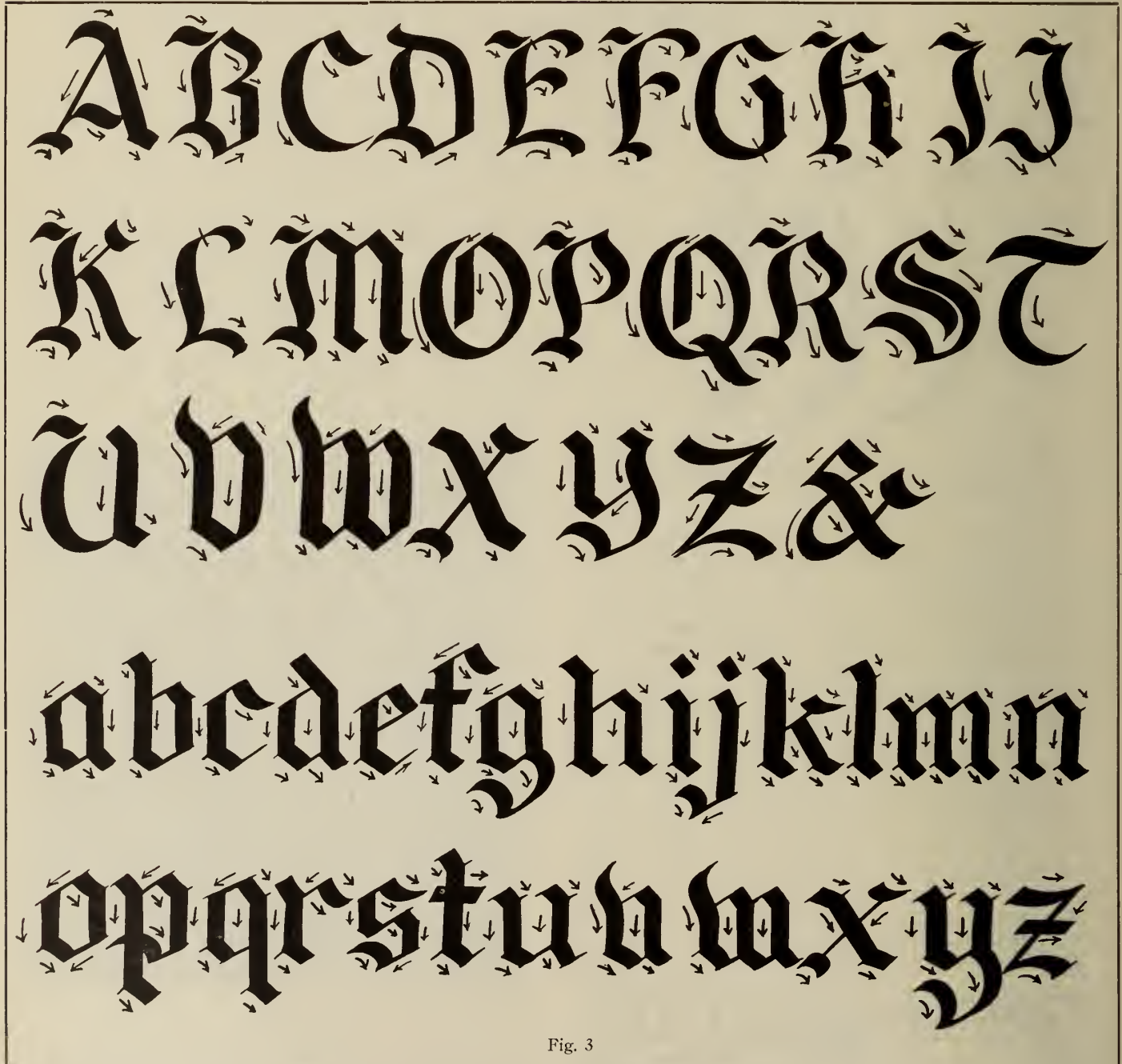


Fig. 3

the arrows, using a free-arm movement. Keep your brush well filled with ink, drawing it to a chisel point on a waste piece of cardboard before the stroke is made. The wide strokes are made with the flat side of the brush, and the narrow ones with the edge. A point to be carefully watched in this alphabet is to see that lines are parallel when they should be. One slanting line will spoil a whole line of letters.

The upper case (capitals), unlike the lower, is constituted mostly of curved lines, and it will, therefore, require a great deal more practice than the lower case.

These boxes cost me about five cents each, and the response was encouraging. People came into my place of business who had never traded with me. They said that their "kids" kept constantly at them to secure one of the pencil boxes. I gained a number of new customers by this means. Although the cost of the scribbler, the widespread distribution, and the pencil box amounted to about ten cents each, still I was willing to sacrifice this profit on each pair of school shoes for the amount of publicity that I received. I have tried various plans, but the scribbling book worked out to the most permanent advantage.

Overhauling the Trunk Department of Your Store

Getting Rid of "Stickers"—What is New in Spring Styles—Wardrobe and Steamer Fibre-Covered Trunks
Not Much Change in Bags and Suit Cases—Ordering From Catalogue Direct Saves Capital

Ere the average shoe man is aware of the fact, the spring season will be upon him, and buyers will be coming in asking about trunks, suitcases and traveling bags. In order to be able to anticipate such demands the months of March and April are none too soon for the shoe man to get busy and cull out the "stickers" in his stock, ticketing them at bargain figures, as their room is better than their company, and they take up room that is expensive, both positively and negatively—space that can be better occupied by bright, new goods.

Such culling can best be done by a few forceful window displays, stating truthfully *why* the reductions are made, and preferably showing the articles in use. This publicity should be backed up by informative advertising, calling attention to the window displays. No article that has any intrinsic worth at all can fail to be cleared out, if priced at bargain figures. But *right now* is the time to do this planning and work.

New Spring Ideas in Trunks

The stand-bys in the old stock once disposed of, the shoe man is confronted with the question, "What is going to be in demand for this spring in trunks, valises and traveling bags of all sorts?" The SHOE AND LEATHER JOURNAL, unfortunately, is unable in the current issue to give illustrated information *re* new styles, owing to manufacturers' cuts being all tied up in catalogue work at present, but in the issue of April 15th several illustrations will be shown. In the meantime these can be described in cold print.

The Wardrobe Trunk

One of the latest innovations, described only briefly here as its cost places it beyond the reach of the average retail demand, is the *wardrobe trunk*. This piece of baggage has undergone a gradual perfecting process, until now it has reached about the limit in scientific arrangement, compactness and carrying capacity. The majority of these trunks are 45 inches high—or long, as the case may be. This is the limit allowed by railroad regulations without extra charge. For every inch over this length an excess weight of 10 lbs. is charged, therefore manufacturers are careful to keep within the prescribed limit.

When one of these trunks is opened up—quite a process, as they are so well fastened—a veritable profusion of drawers, hat boxes, skirt hangers, etc., is disclosed, and the interior can be changed about to accommodate practically any commodity. But, as stated before, only the city stores could find a ready sale for such trunks, although it is well for every shoe man, no matter what his surroundings may be, to keep in touch with latest developments, as he never knows just when he may be asked *for* such articles, or *about* them, and ignorance is no recommendation to any inquirer.

New Ideas in Smaller Trunks

The fibre trunk has come to stay. It has passed the trial stage, and this season there are very many of these trunks on the market. "There's a reason," as our friend from "Wellville" would remark sapiently. These fibre trunks look better than the ordinary wooden, burlap-covered trunks; they wear better, which is even more important. The fibrous covering is almost as hard as granite, and it has somewhat the appearance of a light steel covering—in different colors, of course. Retailers will do well to bear these fibre trunks in mind when ordering new supplies.

Steamer trunks are going to be in large demand again this season. They are light but strong, and occupy little space; can be slid under a berth while traveling, or easily handled to and

from hotels—yet, withal, they hold a fair-sized wardrobe. One feature about many better-class trunks now on sale is that instead of being bound with sheetiron strips, angle steel is being used for this purpose, which increases strength with no increase in weight.

Not Much New in Bags

Fashions in traveling bags, suitcases and valises do not change in the same startling fashion as they do where women's handbags are concerned, hence for the coming season there is not much worthy of special note in these lines. Fitted bags are sure to be in strong demand as soon as the traveling season opens, as their convenience is undoubted, and so evident that they are well worth the extra cost. Splendid displays can be made with the help of these and other fitted traveling goods. They appeal to all and are readily sold to discriminating buyers.

Little Actual Space Required

If the shoe man will keep a sharp lookout for the latest in buying and selling methods, he need keep little capital tied up in his trunk department, and the space occupied will be very small. Trunk manufacturers all over Canada are now working on their spring catalogues, which will soon be ready for mailing to any interested retailer. By the intelligent use of these catalogues, and a careful study of their contents, retailers can do a big trunk and leather goods business practically on an agency basis. By this statement is meant that practically no stock need be carried, at least not more than enough to give a fair idea of the actual appearance of closely related lines of goods—one sample will do for several lines. With such a sample before him, and the vivid and accurate descriptions and illustrations in the catalogues, the shoe man can in very many cases get the buyer's order ere he places his own order with the manufacturer. And practically every manufacturer has well-stocked distributing depots situated at strategic points, so that retail orders can be filled almost in a couple of days' notice. This is nearly always satisfactory to the customer. In this way, only enough stock is carried to care for actual emergency orders.

Manufacturers of leather goods and trunks are only too ready to help shoe men develop their trunk departments, as they feel that the latter are losing money by not being alive to popular trade demands. And these goods are merely a varied form of the leather trade, and fit in splendidly with shoes.

What About Umbrellas?

Some enterprising shoe men also stock umbrellas in spring with good results. Rubbers for the feet and umbrellas overhead make a good combination. It looks reasonable on the face of it, and the outlay is not worth thinking over. Why not try it? Now is the time to get ready for a good spring business in all these lines.

Things the Clerk Must Avoid

Putting the end of a string into your mouth when tying a bundle.

Allowing your attention to be taken by any employee while waiting on a customer.

Wearing a hat in the store.

Speaking across the store.

Allowing a customer to wait impatiently without a word of recognition.

Speaking disrespectfully of a superior working for the same wages you are getting.

Lights and Shadows of the Boot and Shoe Trade

What Is Going On Among Retailers, Travelers, Wholesalers and Other Interests—Personal Paragraphs of Interest—Business in All Lines Is Most Promising—The News in Short Shape

Wm. Evans is erecting a boot and shoe shop in Victoria Harbor, Ontario.

W. L. Wilson has purchased the Blue Store, in North Lethbridge, Alta.

L. P. Caron, shoe dealer, of Granby, Que., is giving up business.

J. E. Poitras, shoe retailer, of Montreal, recently assigned to Chartrand & Turgeon.

J. S. McDowell, of Perth, dealer in shoes, recently assigned to J. J. Hands.

B. Matte, shoe merchant, Montreal, has assigned for the benefit of his creditors

The American Leather Goods Company, of Montreal, has been registered in Quebec.

S. Voisey, 950 Queen Street West, Toronto, has installed additional equipment in his shoe repairing shop.

James Donovan and Wm. S. Gremley have opened a shoe repair shop in Newcastle, N.B.

A recent fire in West Lorne, Ont., destroyed the shoe shop and residence of C. E. McCrimmon.

Patrick Stone, aged 90 years, who was a tanner for several years, died recently in Dundas, Ont.

E. A. McMurdie, late of Clark & Co., Battleford, Sask., has taken a position with a leading shoe house in Edmonton.

R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B., was in Montreal last week on business.

John Sinclair, manager of the Barrie Tanning Company, Barrie, was in Toronto last week on business.

J. I. Chouinard, of the Regina Shoe Co., Montreal, has been spending some time in holidaying in the Southern States.

J. Lefton has embarked in the men's furnishing and shoe business in Port Arthur, Ontario.

William Garside, Toronto, spent last week among Montreal and Quebec factories on a buying trip.

E. L. Rising, of Waterbury & Rising, St. John, N.B., paid a business visit to Montreal last week.

W. F. Martin, of Kingsbury Footwear Company, Montreal, spent a few days recently in Toronto on business.

J. A. Adams, of Rideau Shoe Company, Montreal, is at present in Toronto on business.

The Carey Shoe Company have decided to remain in Barrie, Ontario, and have completed arrangements to this end.

Charles W. Sharp, of Burk's Falls, Ont., was calling on the shoe trade in Toronto last week.

F. H. Shier, of Sault Ste. Marie, Ont., has recently added a line of boots and shoes.

Ed. L. Lynch, of London, has joined the traveling staff of Garside & White, Toronto, and will cover Western Ontario.

M. McPherson, manager of the Neill Shoe Store, Brantford, was calling upon the trade in Toronto last week.

Frank Perry, representing Hoag & Walden, of Lynn, Mass., was in Toronto and other cities on a business trip last week.

R. J. Hanna, shoe man, 440 Spadina

Avenue, Toronto, will shortly remove into new quarters, at the corner of Spadina Avenue and Oxford Street.

Fire broke out recently in the apartments over Woolway's shoe store, in Stratford, Ont., but there was no damage done to the stock.

J. Jupp, Jr., shoe retailer, 810 Queen Street East, Toronto, has returned from a holiday trip to Panama, Jamaica and Costa Rica.

Alfred Winn, late of Perth, has joined the traveling staff of George A. Slater, Limited, and will represent the Invictus shoe through Western Ontario.

Mr. Osborne, of Hamilton, has rented the store at No. 7 George Street, Brantford, and opened a new boot and shoe store.

Lyons & Thompson, of Steelton, Ont., have disposed of their shoe business to Stubbs, Hyland & Co. Mr. Lyons will devote his attention in future to real estate.

L. T. Falardeau, the well known St. Roch's shoe merchant, has been elected president of the Quebec Retail Merchants' Association.

Charles C. Cummings, proprietor of the Slater Shoe Stores, Toronto, will leave next week for Atlantic City, where he will spend a few days.

E. O. Weston, of Toronto, left this week for Montreal and Quebec, where he will pay his semi-annual visit to the shoe factories.

John Smith, representing D. D. Hawthorne & Co., Toronto, left this week for Western Canada. He will go through to Vancouver before returning.

Robert Rogers, representing P. Jacobi, Toronto, has returned from a successful and extended business trip through the Western provinces.

Samuel Jeffery, of Blackstock, Ontario, was a delegate to the recent annual gathering of the Order of Canadian Home Circles in Toronto.

C. N. Candee, secretary of the Gutta Percha and Rubber Manufacturing Co., Toronto, who has been laid up with an attack of grip, is able to be around again.

Mr. Stanley, Jr., of the office staff of the William A. Marsh Co., Quebec, is leaving for the West. He will engage in fruit farming in British Columbia.

W. Hern, who has been in the shoe business in Goderich, Ont., for some years, has sold out to Mr. McClinton, of that town. Mr. Hern will embark in the grocery trade.

G. H. Wilkinson, shoe retailer, of Windsor, Ont., who, some months ago, established a branch in St. Thomas, has disposed of the latter business to Saunders & Creswell.

J. F. Wilding, shoe retailer, of Wainwright, Alta, is going to England on a trip for his health. While there he will undergo an operation. He will be accompanied by his wife.

Fred Cowan, of Chatham, Ont., has left on a business trip through Western Canada in the interest of the Brandon Shoe Company, of Brantford, Ont., and the

McDermott Shoe Company, of Montreal. He will be absent several weeks.

Thos. Clegg, who was formerly in the boot business in Orangeville, Ont., has leased the Grand Central Hotel in that town, and will conduct it as a temperance house.

E. H. Lanthier, president, and Raoul Lanthier, secretary-treasurer of the Kingsbury Footwear Co., Montreal, have returned from a holiday trip to Cuba, Florida, and other southern points.

Daniel McTavish, buyer, and George Bettz, assistant buyer of the shoe department of the T. Eaton Co., Winnipeg, were in Toronto last week on a buying expedition.

W. C. Meyers, of Toronto, representing the Rideau Shoe Company, has been spending a few days in Montreal, and leaves for the Prairie Provinces in a few days with fall and winter samples.

John V. Budd, late manager of the shoe department for S. R. Willinsky, 350 Queen Street East, Toronto, and formerly of Renfrew, has opened a shoe shop on Gerrard Street East, Toronto.

E. H. Lightford, formerly of the Riverside Shoe Co., and other factories in Montreal, has been appointed manager of the Winn factory at Perth, Ont., and has entered upon his duties.

R. H. Greene, manager of the footwear department of the Gutta Percha and Rubber Manufacturing Co., Toronto, left a few days ago for Pinehurst, North Carolina, where he is enjoying a well-earned holiday.

The retail shoe dealers of Hamilton, along with the haberdashers and clothiers, are working energetically on a by-law which they hope to have passed by the City Council, to close the shops at 6 p.m. the year round on Tuesday, Wednesday and Thursday nights.

George J. Scott, of Toronto, is now representing the following firms throughout the Western provinces, the A. P. Cimon Manufacturing Company, Montreal; Valentine & Martin, Waterloo, and the Adams Shoe Company, Toronto.

Among the jobbers handling the Miner Rubber Company's footwear this season are Blachford, Davies & Co., Limited, Toronto. Their name was accidentally omitted from the selling agents for Canada in the list mentioned in the last issue.

Recently burglars broke into the Grand Trunk freight sheds, in Galt, and stole a number of fine shoes from a case shipped to F. L. Hamilton & Son. The burglars gained entrance to the shed by forcing open a side door, and the box of shoes was the only thing tampered with.

Weiss Bros. have started in the shoe business in Napanee, Ont. E. B. Weiss, the head of the firm, spent some five years with H. & C. Blachford, Toronto, and had charge of the window dressing department for men. He is an energetic shoeman, and many friends will wish him every success in his new enterprise.

The Slater Shoe Store, Hamilton, is removing from King Street East to King Street West, and will occupy the building lately tenanted by the Gerhard Heintzman

Piano Company. They expect to open out about the middle of next month, and P. Rowan, late manager of the Slater Shoe Store, Toronto, will be in charge.

The newly-organized Rena Footwear Company, of Montreal, will be represented on the road by the following travelers, with fall samples: Mr. Senez in the Maritime Provinces (who will also handle wets for the Drummondville Shoe Co.); Mr. Stevens in Ontario; Mr. George Macsan in Quebec province, and Mr. Amond in Montreal city.

George W. Cowan, of Chatham, Ontario, who recently purchased the stock of Matthew Side, of that city, and the stock of Harry J. Brisbin, of Midland, has opened a second establishment in Chatham, which is known as the Market Shoe Store. Wilfrid Venton, who, for several years, was with H. Ashplant and Son, London, is manager of the market store, which is doing a large trade.

To protect the wholesale merchants a bill has been introduced into the Ontario Legislature by W. D. McPherson, M.P.P., Toronto. It is aimed to prohibit retailers from disposing of their stock in bulk for cash without first supplying the intending purchaser with a list of his creditors, and obtaining the consent to the sale of a majority of the creditors. This is in order to put a stop to the practice of a retailer selling out in order to avoid paying his creditors.

Recent fashion notes in various papers have reported that the latest fad and novelty in footwear was feathered slippers. In New York R. H. Macy & Co. displayed evening slippers made of small soft feathers on apparently a satin foundation. One pair shown had the pheasant breast colorings, shaded from black to green. These slippers had French heels and were trimmed with small round rhinestone buckles.

H. G. Hodges, who has been in the shoe line in Chatham, Ont., for ten years, leaves in a few days for the West. He will locate in Mortlake, Sask., where he will enter into partnership with his father in the implement business, and also take up land. He is a son of John Hodges, who was for some years in the boot business in Chatham and Aylmer, Ontario. Mr. Hodges, Jr., disposed of his stock in Chatham to Mrs. D. Turrill and Frank Dill, who have assumed possession. Many friends will wish him every success in the West.

H. B. Ohort, of the Relindo Shoe Company, Toronto, left last week for the West with fall and winter samples. He will proceed as far as the Coast. George Grills is covering Eastern Ontario, Quebec and the Maritime Provinces, and Fred Jackson Western Ontario. George Cowling, formerly city traveler, is now doing the district around Toronto, and William Candy is looking after the city. Frank E. Rousseau, who met with such a distressing accident a few months ago, and has been at his mother's home in Hamilton for some time, is being fitted with artificial limbs, and expects to resume his old ground for the house on May 1st, when Mr. Jackson will be transferred to Northern Ontario.

Prices Are Still Soaring

The Department of Labor's wholesale prices record up to date shows a still higher level for February than for January, notwithstanding that the latter month was reported as having seen the highest prices since 1882-4, and possibly since 1873. The

index number rose during February from 121.4 to 134.3, these being percentages of the average level of prices during the last decade of the last century. The upward movement was largely the result of advances in grains, animals and meats, dairy products and potatoes. Retail prices were also upward, especially in the food products derived from the lines above mentioned.

He Is Scotch to the Core

This man is Scotch, and he does not care who knows it. For twelve years F. J. Lashbrook has been with Getty & Scott of Galt, and sells the "Classic" line in Western Canada. Previous to that he was with the Stratford Shoe Company of Stratford. He has made twenty-four trips throughout the West, and he knows the ground accurately. When he is not on the road he has a number of hobbies in which he indulges, and one of them is raising chickens. A fellow traveler, speaking of him the other

bring it back. We consider it to our interest to satisfy every customer who comes to the store, and will gladly exchange the goods or refund you your money. In addition to this we will consider it a favor if you will report any misrepresentation, incivility or inattention on the part of employees."

A Hint to Shoe Advertisers

J. W. Deegan, of North Bay, Ont., writes: "I consider the SHOE AND LEATHER JOURNAL a valuable adjunct to the trade. I would not be without it for twice the amount that it costs. The semi-monthly publication is a bright and progressive feature. I think your journal would be made better and more instructive if you could induce your advertisers to use quotations in connection with the various lines presented, or in other words, they should give prices in connection with the goods they advertise. Business in the shoe trade here is good, and has been for some time."

Danger of Run-Down Heels

A humorous editorial in a recent magazine asserted that many a woman showed her character in the rear view of her heels, but many who laughed over it, and at once became uncomfortably conscious of their own, have yet to realize that what heels often do betray is the state of the wearer's health. Any woman who observes herself for a time will notice that the tendency to run over the heel toward the inside decreases when she is in thoroughly good health, and becomes noticeable at once if she is deficient in vitality. It is a danger signal to be heeded by those whose physique is not strong.

If running over is a matter of weak ankles it can be cured by exercise and temporary supporters. The woman whose ankles turn easily should be careful how she indulges in low shoes, especially at times when she has to be on her feet much. She can also be helped materially by being strict with herself in the matter of having the heels corrected at the first and slightest sign of unevenness. Once a heel has begun to wear off it affects the gait instantly and most unfavorably. It also ruins the shape of the shoe in a manner that no mending, however skilful, can remedy, as it twists and pulls the whole rear half of the shoe out of position. When that has once happened the wearer will find that the shoe itself "pushes" the ankle over. Better to preserve the fit of one's pretty footwear by untiring vigilance in this matter, as even a day or two may distort its comely lines past remedy.

Big Demand for Tans

Many retailers throughout the country are displaying spring goods in attractive window trims, and in their announcements are calling attention to all the modish creations. Jobbing houses are kept on the move sending out light weight footwear, and in some centres sorting business in spring lines has already begun. Retailers are looking forward to a big Easter business, and are making preparations accordingly. The travelers who are on the road with fall samples declare that orders are being placed more liberally than last year, and the general outlook is promising. All the factories expect to be busy on fall and winter runs until July next.

One wholesaler said that half a dozen firms in the East informed him that no matter how large an order be placed now they could not guarantee delivery of the goods before June. There has been an advance of 2 to 5 cents per pair on many



day, said that he recently got a letter from Mr. Lashbrook in which he referred to a certain breed of poultry known as Wyandotte, and the word was written Y&. (Y and dot.) He believes in brevity and speedy methods. That is why he is an ardent automobilist, for he drives two cars of his own. Prior to his removal to London some years ago, he resided in Toronto and was a prominent member of the 48th Highlanders, holding the rank of sergeant. The reader will observe that he appears at ease in kilts a la Harry Lauder.

A Guarantee With the Goods

The following is printed on the back of all sales slips in a large Western store, and speaks for itself: "This sale-slip is a positive guarantee that the goods which you have bought will give good service. It is as binding on us as if it bore the written signature of the firm. *Save this slip.* If by any chance your purchase does not prove as perfect as the price would warrant, or in any way fails to please you,

staple lines, and prices are stiffer on some of the finer grades in men's and women's. The one thing talked about in all trade centres in Canada is the way that tans are selling, and the universal call for them in both button and lace.

"Everybody seems to want a tan boot not too light in color," remarked one of the leading retailers of Ontario. "I find great difficulty in securing a suitable shade. Several manufacturers have told me they cannot get the skins from the tanners. Nice, bright nifty tans—why, they are all the go. I am looking forward to a big season in white footwear. Just wait until the really warm weather is here, and you will see that my prediction proves correct. I am certainly going to go strong on tans and whites, particularly for women and misses."

Two Handsome Shoe Booklets

Two of the most attractive and distinctive shoe catalogues that have been issued this season by any Canadian manufacturing house are presented to the trade, owing to the enterprise of Ames-Holden-McCready. There are two separate editions: one for Ames-Holden, and the other for the McCready range of footwear. Each issue is one of the brightest and most artistic that has been seen in a long time. The Ames-Holden catalogue, which comprises 68 pages, is 8x12 inches, and bound in a neat Kaiser cover of Silver Cloud. The half-tone cuts, all produced from drawings of original styles, are superbly executed and appear on a double brush finish, Scotch coated paper. Representative lines of chocolate and tan shoes are displayed to excellent advantage by means of a double-tone effect. At the top of each page is an ornate design in yellow, bearing the inscription, "Ames-Holden," while between in a circle is "Good Value Shoe." At the bottom is a heavy border in yellow, which balances the page. The letter press work is admirably executed. The illustrations show the numerous and varied lines carried in stock by the company, which are the product of the largest shoemaking organization in Canada. This valuable booklet will prove of great assistance to the trade for sorting purposes.

The McCready catalogue is very similar in execution and conception, and marked by the same outstanding features. The cover is Whitehouse Brown, and as in the preceding catalogue, displays an embossed men's button shoe. "McCready Shoes" is also embossed. Every live retailer should have one of these elaborate catalogues, showing shoes for all seasons and classes of people. The issue is an encyclopaedia of facts, styles and general footwear information. A copy will be gladly sent upon request by dropping a post card to any of the warehouses of Ames-Holden-McCready, Limited, in Montreal, Toronto, Calgary, Winnipeg, Edmonton or St. John, N.B.

In a Lighter Vein

A young lady was trying on a pair of shoes and asked the clerk if he didn't think one of her feet was larger than the other. "No," he replied diplomatically, "I should say that one was a trifle smaller than the other."

"You know," said a smart young man to a girl, "someone has said that if you want a lasting pair of boots, make the soles of the tongue of a woman." "Yes," replied the girl, "and for the uppers you ought to take the cheek of the man who said it."

WINNIPEG RETAILERS PROGRESSIVE

Several Handsome and Elaborately Fitted Stores as Result of Recent Improvements—Presentation to Geo. Nickle

The new Avenue shoe store, of which George C. Locke is the proprietor, will open in a few days. It is a fine, bright and imposing establishment.

E. G. Trick and Bro. recently made a very fine display of children's shoes, and the Classic line was featured in a way that brought forth a very gratifying trade.

The Rannard Shoe Co. have erected a large and handsome electric sign which is another stroke of enterprise on the part of this firm.

The Tom Stedman Co. have large cards in every street car in the city with cuts of a nice shoe for men and women. Good results have been obtained from the attractive announcements.

The W. A. Moyer Shoe Company now have one of the most inviting and attractive shoe emporiums of the West. It has been greatly enlarged, and all the latest ideas adopted.

L. M. Stock, representing Walker, Parker and Co. of Toronto; J. G. McDiarmid of the Cook-Fitzgerald Co., London; and W. E. Short of the Kingsbury Footwear Co., Montreal, were in Winnipeg recently with splendid lines of fall and winter samples.

George Nickle, late of the Yale shoe store, has purchased the shoe business of Harry Stark at 273 Portage Ave., and is now conducting a clearing sale. He will have the premises remodelled and all the latest accessories installed. Mr. Nickle is also most familiar with the manufacturing of shoes, having commenced as a cobbler and subsequently worked in all departments of the shoe factories. Previously to coming to Winnipeg he was engaged in the retail shoe business in Philadelphia, and his large and practical experience has made him one of the most successful shoe merchants in the city.

In 1908 S. I. Bates bought the lease and stock of the Regal Shoe Store at 289 Portage Ave. Several improvements have been made, but the latest alterations have been the most extensive and impressive. The unusually high ceiling made it possible to double-deck the ladies' department, which just multiplies by two the space at the disposal of the fair sex. The ground floor has been entirely repanelled and redecorated, it will be known in future as "The Mission Room," for ceiling and walls are panelled in this restful finish, while the entire fittings have been changed so as to afford perfect harmony throughout. Quiet and comfort are the keynote of the mission department. In the white room upstairs daintiness is dominant. Nothing here but white and gold, and in this dainty setting nestles all the pretty slippers which delight the fastidious woman's heart; and hose of all shades to harmonize with gowns and foot covering.

The accompanying picture is that of a progressive Winnipeg shoe dealer, John Affleck, at his summer home, "The Billiken," at Sturgeon Creek. He was born on a farm in South Essex, Ont., in 1878, where his father still resides. After graduating from a business college in Chatham, Ont., he journeyed West to pursue his fortune. His first job was as a farm hand at Portage Plains, and after a year's experience in plowing and harvesting, he secured employment at Brown's, Limited, Portage la

Prairie, Man., as a general handy lad. In two years he had gained a place as salesman in the shoe department, which was the inception of his career in the footwear line. Later he took a position with James Rea of Vancouver, B.C., and shortly joined the forces of the benedicts. Coming to Winnipeg, he went on the road for the Ames-Holden Co. He was on the lookout for a good opening in the retail boot line all the while, and, having cleaned up a nice little pile in real estate transactions, he heard of George Nickle, 328 Portage Ave., who had launched a boot business and desired an active partner. The firm of Nickle and Affleck was formed, in June, 1907, and the establishment was known as the Yale shoe store. The second year the premises were enlarged, and the basement occupied for reserve stock. The present depth is 136 feet, and the width 19 feet, while the



shelving is fifteen cartons high. The top row can be easily reached from the floor. The third year trade came faster and more help was taken on. To-day the staff consists of fourteen experienced and alert salesmen, who are kept busy all the time. Five years ago the stock carried was three thousand dollars, and to-day it is around the fifty-thousand mark, and includes everything the foot requires. Mr. Affleck has a cosy summer home and the picture represents him with one of his favorite pets, a two-months' old chicken, and his faithful dog, who looks after things in the absence of his master. The cottage is located nine miles from the store, but the proprietor is down to work every morning before eight o'clock, except when he has some weeds to pull or hoeing to do, for he is an enthusiastic gardener and raises about one hundred bushels of potatoes each season in addition to all kinds of vegetables and flowers. Many members of the traveling fraternity can vouch for his industry and activity as a horticulturist. Last month Mr. Affleck purchased Mr. Nickle's interest in the business, and is now the sole proprietor of one of the largest shoe concerns in the Dominion. On the occasion of retirement, Mr. Affleck presented Mr. Nickle with a handsome gold watch suitably engraved, as a token of appreciation of five years' partnership. The staff presented Mr. Nickle with a valuable gold locket and chain. Afterwards, the company proceeded to the Angelus Cafe, where they were entertained as the guests of D. J. DeVine

The Shoe Factory and the Tannery

Ratepayers of Perth Will Vote on Bylaw to Give Bonus to Winn Co.—New Factories and Extensions—Eastern Tannery Changes Hands—Veteran Official Resigns—Other Notes

The firm of Elie Turgeon, tanners, of Quebec, has been dissolved. The business will be continued under the same style by Z. Turgeon.

The Council of Port Dalhousie has decided to apply to the Hydro-Electric Commission for a power supply, because of the Maple Leaf Rubber Company's refusal to sell its power plant to the village.

The contracts have been awarded for the new factory of the A. P. Cimon Shoe Manufacturing Company, on De Fleurimont Avenue, Montreal. The building will be of solid brick, three stories and basement, and in dimensions 45x150 feet.

The ratepayers of Owen Sound recently carried a by-law by a large majority to provide a five-acre site and a fixed assessment of \$20,000 for the establishment of a Canadian branch of the Aetna Rubber Co., of Cleveland, which will locate in that town.

The Eagle Shoe Company, of Montreal, intend adding a couple of stories to their factory as soon as the spring rush is over. The company have been turning out five hundred pairs a day since the first of December, and expect to keep up this output until June next, and possibly later.

Several attempts of an incendiary origin have been made within the last few weeks to burn the premises of the Great West Saddlery Company, of Winnipeg. The losses have been about \$1,500. The police department of the city have offered a reward for the arrest and conviction of the fiend.

D. Pretty, who has been with R. Dack & Son, King Street West, Toronto, for the past twenty years, tendered his resignation recently, having started in business for himself. On the day of his departure the firm presented him with a beautiful club bag as a token of their appreciation for services rendered.

The Aurora Banner is pleased at the recent verdict of the ratepayers in favor of a bonus of \$10,000 to the Collis Leather Company, to erect a tannery there, and says the present prosperity of Aurora is due to granting bonuses to the Underhill and the T. Sisman Shoe Company to locate in that town. Both factories are very busy, and are operating to full capacity.

The factory of the Miller Tanning and Extract Co., at Millerton, N.B., resumed operation recently, after the plant being shut down since October. Messrs. W. G. Thurber and Randolph Crocker, have been operating the mill very successfully for the liquidators. Messrs. A. A. Davidson and James Beveridge are again in charge.

E. M. Gallagher, foreman of the packing room of the A. A. Durkee Co., Limited, of Truro, N.S., has gone to St. Louis to take a similar position with the Hamilton Brown Shoe Company. Mr. Parker, foreman of one of the departments, met with a painful accident a few days ago by slipping on the sidewalk and spraining his leg.

Alex. R. Drysdale, secretary of the John Ritchie Co., Quebec, with which firm he has been connected for thirty years, left last week for British Columbia, where he will engage in fruit farming. His wife has

been in poor health for some time, and Mr. Drysdale resigned in order that his family might live in a more agreeable climate. J. E. Warrington is the new secretary of the company, while the sales work will be looked after by B. W. S. Martin.

Business has been good with the shoe trade in the cities during the past fortnight. Almost every shoe merchant is wiring to manufacturing centres for tan button boots for women, for which there is a great call. The demand from men and children for tan shoes is brisk and some retailers have been caught short-handed, not anticipating such activity in this line.

A by-law granting a bonus of \$10,000 to the Collis Leather Company was carried by Aurora ratepayers on March 11. The poll was 327 for to 32 against, and was the largest vote ever polled on a money by-law. The Collis Leather Company will build a factory 150 feet long, 50 feet wide and four storeys high, with a basement. The bonus is not to be paid until the building is erected, the works in operation, and fifty employes upon the payroll.

Four out of five counts in the two indictments against the officials of the United Shoe Machinery Company, charging conspiracy in restraint of trade, were dismissed at Boston by Judge Putnam of the United States District Court. The four counts referred to charged criminal conspiracy to monopolize and restrain trade in violation of the Sherman Anti-Trust Act. The remaining count, which stands, charges monopoly through the system of leases on patented machinery.

The Logan Tanneries, Limited, is the latest company to be formed in Pictou, N.S. This company is for taking over the plant and business of the Logan Tanning Company, which has been in difficulties this winter on account of want of capital, caused by the fire which destroyed the company's plant last year. With the splendid new plant erected after the fire and the company's reputation for high class goods there was nothing necessary to continue its success but lack of capital, but it was feared for a time that this could not be obtained locally and that the industry would pass to the control of Toronto tanners, who were known to be after it.

The Fredericton Gleaner says: Considerable amusement as well as consternation was caused at the Queen's Hotel Bowling alleys on Saturday evening, when, after two games with Collector Macnutt and President Palmer, of the Hart Boot and Shoe Co., as leaders, the time came for the last roll of the rubber. The Collector's team was thought to be impregnable in the lead when the big President came up to the final encounter and swung a couple of ponderous rolls, smashing all candlepins down at both strokes, and winning the victory. President Palmer got the glad hand all around with storms of applause.

Will Make Women's Shoes

The ratepayers of Perth, Ontario, will vote on a by-law to loan the Winn Shoe Company the sum of \$25,000 for fifteen years. It is a part of the by-law that the company (which are now composed of

local capitalists, the Winn brothers having withdrawn all claims, transferring their stock and having no further connection with the concern), must first dispose of \$30,000 in bonds before the town pays over a part or the whole of the loan. The company agree to pay back the sum in fifteen annual payments, without interest. About \$50,000 is required to meet liabilities, and to give them a fair working capital. Mr. Lightford is the new manager, and comes highly recommended to the shoe trade. There are over ninety shareholders in Perth who are endeavoring to save the industry. Money was lost in the making of children's footwear, and it is proposed to convert the factory product into women's shoes, on which a larger profit can be made. The new manager says that the company will specialize, and manufacture six hundred pairs a day. The factory was erected about a year ago at a cost of \$21,000, the machinery is valued at \$8,000, and the fixtures at \$2,000. The company covenant to employ 150 hands, over half of whom will be males, and to expend in wages \$50,000 annually. The press of Perth is supporting the passing of the by-law in the interest of the town. Voting will take place on March 30th. Perth people subscribed \$50,000 a year or more ago to land the factory, which was removed from Milton, Ontario. The firm name will likely be changed to the Perth Shoe Company, Limited.

Last Tribute to a Manufacturer



Louis Gauthier of the Louis Gauthier Co., Limited, shoe manufacturer, Quebec, passed away on March 6th. The funeral, which took place to St.

Roch Church, on March 9th, was largely attended, and manifestations

of sorrow were numerous. Interment was in St. Charles cemetery. The late Mr. Gauthier was born in Mascouche on Feb. 19th, 1855. After a few years spent in Toronto, and in various cities across the border, he came to Montreal and entered the G. T. Slater & Son's factory as manager. Twenty-four years ago he removed to Quebec City to take charge of the Wm. A. Marsh Co.'s factory as superintendent, with which firm he was associated for a long time. Seven years ago, under the name of the L. Gauthier Co., he began manufacturing on his own behalf. In 1908 the concern became known as the Louis Gauthier Co., Limited, which is widely and favorably known in all parts of Canada. He was progressive and enterprising, and his death is much deplored by all his confreres, his associates and employees. He was an expert shoemaker, and had a wide connection. Mr. Gauthier was married on Feb. 25, 1879, and leaves eight children, four sons and four daughters. The sons are Louis, James, Wilfrid and Ernest. Among the mourners at the last rites were Damase Gauthier, brother; F. Parent, son-in-law; J. E. Plamondon, J. A. Langlois, M.P.P.; Hon. G. E. Amyot, Wm. A. Marsh, John Ritchie, A. E. Marois, Eugene Thivierge, A. Duchaine, John Perkins, E. A. Samson, J. H. E. Laroche, H. Gale, T. Trudel, James Muir, and many others. The factory of the company resumed work on March 11th, and everything will go on in the usual way.

Tanning Is One of Hamilton's Lost Arts

Early History of the Trade in the Ambitious City—Birth of the Beardmore Business
—Some Interesting Observations on the Present Processes of Leather-Making and Price of Shoes and Hides

Referring to the fact that the tanning of leather is a lost art in Hamilton, Ontario, a writer in the Spectator says that it was a profitable business in the early days.

Hamilton tanners then had a good record for the quality of the leather they made and sold. Between sixty and seventy years ago the business began to lose favor, probably because of the cost of bark and the scarcity of hides in this vicinity, and the number of tanneries dwindled down to two—one on Catherine Street north, and the other on Tyburn Street and Spring. You know the old stone building on the corner of Catherine and Robert Streets, now used by the D. Moore Company as a moulding shop? That was built by George L. Beardmore for a tannery away back in a time that the oldest inhabitant can't even remember. Beardmore did a good business so long as the stock of hides was gettable, but in time the cattle business went off into the bush, and there were not hides enough brought to this market even to keep one tannery busy. One night, about sixty years ago, the fire department had a run down to Beardmore's tannery, and as there was no water to be had save the little in cisterns and wells, the firemen had to stand and look on at the roof and inside of the tannery being consumed. Probably George Beardmore looked upon that fire as a providential means of letting him out of the tanning business, for he never rebuilt the old tannery, and opened up a shop on the corner of John and King William Streets as a wholesale and retail dealer in leather. He remained in business here till early in the sixties, when he moved to Toronto, and later started a tannery in some country town, where his descendants are still carrying on the business.

Was Not a Money Maker

Away back in the early forties William P. Moore and a partner named Clement owned a tannery on Tyburn and Spring Streets. The business never was a great money-maker in itself to the several firms that afterward owned it in a tanning way, though some of the later managers did pretty well in handling hides for the American market. Probably one reason for the decline in the business was the new inventions in tanning leather, which required new plants, the old methods not being profitable. When they used to make honest leather it required four or five months to tan a hide before it was ready for the shoemaker. Then the tanning liquid was distilled from oak and hemlock bark, and it was waterproof and solid for the soles of shoes. Now the tanning liquid is made from weeds, epsom salts and other chemicals, and the water soaks through the soles and gives the wearer of the shoes wet feet in a short walk in wet weather. A hide of sole leather can be tanned in about as many days now as it used to take months in the former times of oak and hemlock liquid. Away back in 1848, when Moore and Clement were running the Tyburn Street tannery, hides were scarce around Hamilton, so Mr. Moore started out on a voyage of discovery and found one man down at Chippewa who had seven

hides to sell. Off went Mr. Moore to make the purchase, and great was his glee when he wrote back to his partner, Mr. Clement, care of Weeks' Hotel, that he had secured the hides, and requesting Mr. Clement to send down a team and wagon to fetch them home, and that he would wait and see them weighed and turned over to the wagon driver. There were no railroads in this part of Canada in 1848; and, indeed, there was only about fourteen miles of scrap iron road in all Canada at that time, and that was between Laprairie and St. John's.

Got Busy on Seven Hides

When those seven hides arrived at the tannery, it took about four months' labor to turn them into first-class sole leather. Moore and Clement sold the tannery to Lymburner & Torrey, and they turned it into a sheepskin tannery, and ran it for a few years, then selling it to Hiram & King. In 1867 Humphrey & Newberry bought the tannery, and did quite a profitable business as partners till 1894, when Mr. Newberry sold his interest to Mrs. Humphrey, and it was carried on till 1898 under the firm of N. Humphrey & Co., and after the death of Mr. Humphrey his wife conducted the hide business till a couple of years ago, when she sold out to D. Galvin, who is now the manager, under the title of Galvin Hide Co. The old tannery has been a thing of the past for a number of years, the property selling for about \$5,000, after it had been on the market for a year or two. The block is now covered with fine brick residences, and the land alone to-day is assessed at many times \$5,000. Mr. Galvin began to work for Humphrey & Newberry in 1870, and has been connected with the business down to the present time. The tanning business is now a lost art in Hamilton, the nearest thing to it being Petts sheepskin mat factory. About the year 1869 the old Tyburn tannery had a baptism of fire which partly destroyed it.

Depression in the Trade

For many years there was a depression in the tanning business in Canada, and the United States became the market for the larger output of Canadian hides. Calfskins and sheepskins were admitted to the United States free of duty, while there was a duty of fifteen per cent. on cattle hides; but the price paid in the American markets being so much higher than that obtaining in Canada, even with the duty added there was a profit to the Canadian butcher and farmer to ship them over there. The American tanners and shoemakers, irrespective of party, besieged Congress to take off the duty on hides, promising as a result cheaper leather and cheaper boots and shoes. Almost simultaneously with the repeal of the duty the price of leather and shoes advanced, and the dear people had either to pay the advance or go barefooted. There was a revival of the tanning business in Canada, and the hides were kept at home. But all the same, the people are paying more for leather and shoes in both countries than they did before hides were put on the free list and the leather duty was reduced.

Not the Famous Bandsman



The man at the books, who can keep thousands of accounts running smoothly, has his work cut out for him. Fred C. Godfrey, accountant for Philip Jacobi, which shoe findings house has been in business for nearly half

a century, accomplishes the task without loss of sleep. For eleven years he has been closely associated with E. A. Scott, head of the financial department. Mr. Godfrey is better known by his fellows as "Dan," a title which was bestowed upon him at the time of the visit of the famous Old Country band leader to Toronto some years ago. This cognomen was handed out, as there are three employes of the house who own to the Christian name of "Fred," and it was desirable to avoid confusion. There are half a dozen on the staff who have been with the firm for over twenty years, the longest in point of service being able to review a record of thirty-eight years, but Mr. Godfrey is not one of them—just yet. He is well known to the trade, and has but one hobby—work. He can wade through an immense amount in record time.

THE HAPPENINGS IN QUEBEC CITY

The stock of V. Coulombe, Quebec, was sold last week to T. Coulombe at sixty cents on the dollar.

M. Godbout, shoe retailer, suffered some damage to his stock from water and smoke in a recent fire.

The stock of Joseph Pruneau, shoe manufacturer of this city, was sold last week.

J. H. Hamilton of J. B. Blouin, Limited, Levis, was in Toronto last week on a business trip. J. A. Scott was in Montreal a few days ago.

The many friends of Omer Clement of Max Clement and Son, will sympathize with him in the loss of his wife, who was burned to death by an explosion of a gas stove.

L. S. Odell of Toronto, G. G. Parker of the Dominion Supply Co., Montreal; R. T. Hayes of J. M. Humphrey and Co., St. John, N.B.; E. L. Rising, St. John, N.B.; Paul Tourigny, Montreal; and F. W. Knowlton, Canadian manager of the United Shoe Machinery Co., Montreal, were among the visitors to the Ancient Capital last week.

Business in the shoe line generally is fair and steady. Some retailers have been holding special sales, but others appear to be getting along fairly well and doing a nice business without resorting to this expedient. They do not believe that it is good policy to cater to "bargain hunters" alone, when that class of purchasers is out in full force. Tans are selling well in both men's and women's. In feminine foot gear buttons still have the bulk of the call, although some bluchers are good sellers. Button boots for men have not caught on to the extent that it was thought they would.

SHOE SALESMAN and ad. writer is open for position in a first class shoe store; capable of taking charge, good references, sample of ad. writing will be sent upon request. Apply to 610-7 St. A East, Owen Sound, Ont.

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 & BRYCE, Limited

**MONTREAL
TORONTO
QUEBEC**

HEADQUARTERS FOR

LEGGINGS

SPORTING BOOTS

LARRIGANS

AND UPPERS

We are Tanners of Leather and Manufacturers of the above lines and in buying from us you get in on the ground floor as to quality and price.

THE R. M. BEAL LEATHER CO. LIMITED, LINDSAY

Established Over Half a Century



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PENETANG SOLE continues as popular as ever with Leather Dealers, Shoe Manufacturers and Shoemakers from the Atlantic to the Pacific. For wear and water resisting qualities it is unsurpassed, as it is tanned in the old fashioned way, with long time in the vats, (not in wheels or any other quick-tan process.)

EAGLE, (Mellow) Union Oak Tannage, close grain, suitable for both sewed and pegged work. A popular line, *WILL CHANNEL*.

LISTOWEL, non-acid, continues in favor.

Our CUT SOLES and COUNTER department is busier than ever. We solicit your trade.

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TORONTO, CANADA

**BOOTS AND SHOES THAT
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STANDARD SCREW AND GOODYEAR WELTS

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GEORGETOWN - - ONTARIO

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Shoes
88 King Street

TELEPHONE 122

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March 5th 1912

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Dear Sirs

Your spring shipment of 27th inst
has been received and has done up very nice
Every line looks good. I find we are
getting late in doing the Buttons. Will you hurry along
balance of order especially to line # 987 w/pt w/om
Tail and Button Will you do me a favor by getting
me lists for newspaper advertising of lines of
spring order. We cannot get them here at any price
and the stock out we can get do not do justice to the
goods. Kindly let me know if they can be got

Yours
Geo W Cowan

Quality Counts

GETTY & SCOTT, LIMITED

Manufacturers of High-Grade Women's
Misses' and Children's Footwear

GALT -:- ONTARIO

Nineteen-Twelve FALL STYLES



SUPERIORITY Unsurpassed---Even UNEQUALLED

OUR Fall Styles are now ready. They are the acme of smart effects, graceful build and smooth shoemaking. Every new feature embodied, every want is met by our splendid offerings.



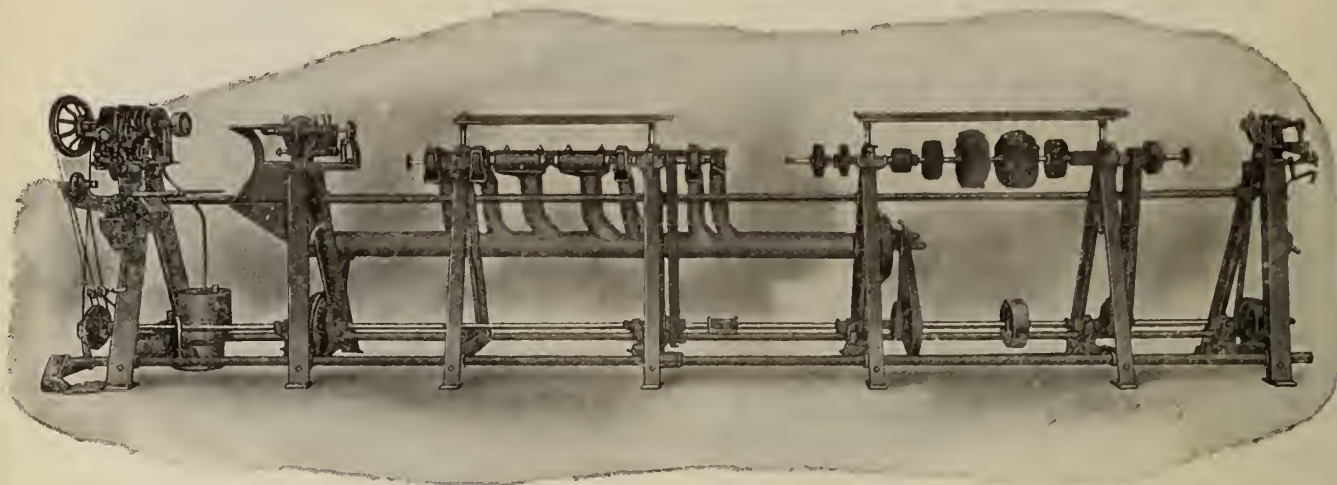
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MODEL N

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

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

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

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

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

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

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

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

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

Full information furnished promptly on request.

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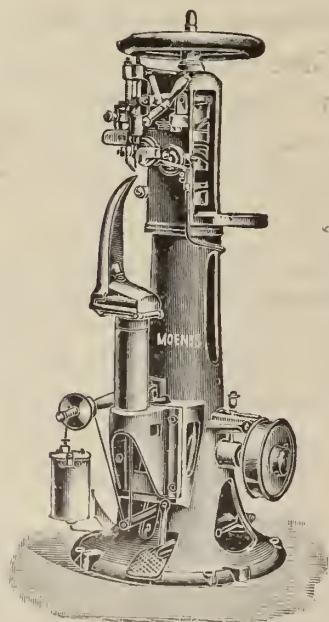
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Special Attention Given To Export Trade

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Our prices and terms should induce you to place your fall order with us.

Representatives of our numerous selling agencies are now calling on you with a complete range of samples.

Quality and style equal to the best, and deliveries guaranteed on all orders placed before May 1st.

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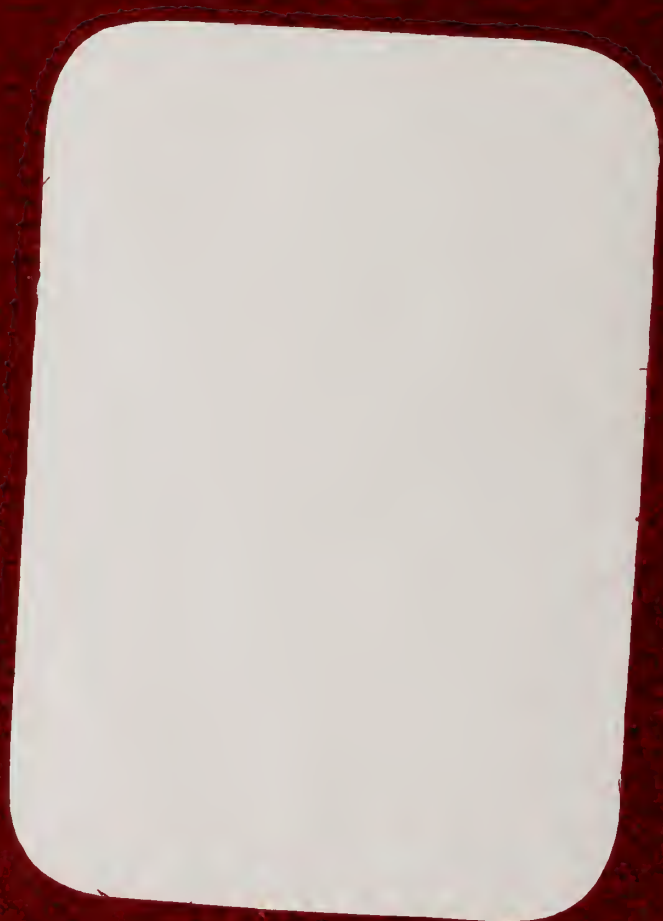
THE
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Coming Into the
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on \$1000
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The Proper Time
and Way to
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ACTON PUBLISHING CO. Limited
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An English Storm Calf Riding Boot, eyeletless, bellows tongue and tip without perforations.



Black Diamond Chrome Patent Leather
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Tan Gun Metal Calf—especially adapted
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Glove Leather—A wide range of weights
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Leaders are never el-
bowed.

Lots of room at the
top.

Brains and deft hands
are a winning combina-
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ASTORIA and LIBERTY
SHOES are on a pin-
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The most
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Have you remarked that we always seem to be just a pace ahead in presenting new styles?

**“KINGSBURY”
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BRAND**

are always saleable shoes because they represent the latest and daintiest models in women’s footwear.

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QUEBEC



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*THE
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 PAT. N^o. 119409
 GOLD CROSS
 SHOE

Individuality makes for the ease

There are in all shoes of the Tebbutt Line special features which are not found in other shoes and which add considerably to their usefulness and comfort.

These special features have not been embodied in Tebbutt Shoes simply to make them different from others, but to appeal to shoe wearers in a different manner and thereby gain sales.

This difference in Tebbutt Shoes—this individuality—can be made a mighty powerful sales inducing feature for you.

Remember, the Tebbutt is not a new line.

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The
Double - Laced
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Merchandizing of Tebbutt Shoes

You will be doing no experimenting if you take it up for Tebbutt Shoes have already proven to a vast number of live dealers that it pays to handle "Purposeful Shoes."

We would like to tell you why "The Doctors" Shoe keeps feet warm and dry; why "The Professor" prevents corns and callouses; why "The Double-Laced" Hockey Boot affords the most protection to hockey players' feet, and why the "2 in 1" is the best all-round hockey and skating boot. Ask us to-day.

All the best jobbers consider Tebbutt Shoes a mighty good line to handle. They'll be glad to supply you.

P. Q. COMPANY, LIMITED, THREE RIVERS, P. Q.

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.

SHOES OF QUALITY FOR FALL

SNAPPY LINES THAT SELL PROFITABLY

Be sure to see those new lasts — five of them — we are showing in our Fall samples.

Truly, our range for 1912-13 is out of the ordinary,

Many improvements have been made and special features introduced, making our shoes especially good values for Fall selling.

Watch for our salesmen.

THE MURRAY SHOE CO.
LIMITED
LONDON - - - CANADA

Kant Krack



How will your stock of this se

WHEN you buy rubbers (or anything, for that matter), you should take into consideration the experience of the past, the requirements of the present, and the expectations for the future.

With the live merchant, anxious to expand his business, this resolves itself into avoiding mistakes that have been made and making a fair profit through the sale of high quality rubbers that make friends for his store.

Now let us look at Kant Krack, Dainty Mode, Royal and Bull Dog Brands of rubbers from these standpoints.



JAMES ROBINSON, Wholesale Disr



Dainty Mode



n affect your sales of next?



IF you have sold these brands in the past, you'll sell them again this fall. That's certain. If you haven't yet handled them you couldn't wish for a better season to start.

For these four brands of "Independent" rubbers have been increasing in quality each season, always keeping out at the front with up-to-date styles and fair prices and terms. The sales and profits of a dealer handling them are assured.



And these rubbers build for future business. They satisfy their wearers so that when they think of rubbers they think of one of these brands.

Judge them by their past records and buy them for your present profit and your future will be safe.

r, 182-186 McGill Street, MONTREAL



WHY DIAMOND FAST COLOR

Nothing so cheapens a shoe as a brassy eyelet. In most instances it is more conspicuous than a break in the leather and even more difficult to remedy. But there is a sure way to protect your patrons from any annoyance in this connection. Diamond Fast Color Eyelets cannot wear brassy, they always look new and help to preserve the appearance of shoes throughout the longest wear. There is also a positive way to tell whether the shoes you purchase are fitted with them. Just look for the little  diamond trade mark raised on the surface of each. It is inconspicuous but very important. Your customers realize it. It is your guarantee that the eyelets are genuine Fast Color, for only the genuine Fast Color have the  trade mark.

UNITED FAST COLOR EYELET COMPANY

UNITED SHOE MACHINERY CO. OF CANADA

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



When Sales To-day Mean Repeats To-morrow

Getting customers is good business, but holding them is better.

It is not the customer who comes to you occasionally for a "bargain," but the one who comes to you regularly for "quality" that puts you farthest on the road to prosperity.

Getting and holding customers for children's shoes is easy when you handle "CLASSIC" shoes.

"CLASSICS" have the style that brings custom to your store in the first place, and they possess the quality that brings trade back always.

Try "CLASSICS" and see.

GETTY & SCOTT, Limited
GALT, ONTARIO

A Volume of the World's Winning Retail Ads.

THE ADVERTISER'S CYCLOPEDIA OF SELLING PHRASES

The ads. which have brought in the biggest returns, sold the most goods, opened up new business in every line of trade, giving every sort of sale in every season, together with the novel advertising ideas that have been proven winners.

This one great volume—1,360 pages—about the size of a Webster's Dictionary, is filled from cover to cover with ads. that were written by men who are still getting the biggest results to-day—the ads. that built up the gigantic retail stores of America—the ads. that have made other men's fortunes and can make yours.

Original "Brains" Edition

\$ 3

DOWN

"BRAINS," the National and International Weekly for retail advertisers, bankers and other advertisers, originally prepared this collection of winning advertisements and "BRAINS" Corporation is the sole owner of the plates. This is, therefore, the only authentic and complete edition. Handsomely bound in red leather.

Send \$3 with this coupon and receive this volume of the World's Winning Sales Advertisements, a Gold Miner of Business Getting Ideas, the Advertiser's Cyclopedic—1,360 pages—size 10 x 6 inches, about the size of Webster's Dictionary—express prepaid. Send \$2 per month for four months after—that's scarcely 35 cents a week—you will in addition receive

"BRAINS" THE ONLY WEEKLY FOR RETAIL ADVERTISERS

which will come to you every week for two years—104 copies—each containing more of the world's winning advertisements. Send only \$3 with coupon.

BRAINS CORPORATION,
SCRANTON, PA.

For \$3 enclosed, send me the volume of the World's Winning Sales Advertisements—The Advertiser's Cyclopedic of selling phrases = 1,360 pages—bound in red leather, together with "Brains" for Two Years. I will send \$2.00 each month for the next four months or \$11.00 in all.

Canada same terms. Foreign \$12 - \$6 down.

Name
Address
City and State.....
Business



The Solid Leather Line for Fall, 1912

Williams samples for fall, 1912, are now being shown. They are a goodly lot of real leather wear resisters, and should meet with your approval. You'll not find anything that is "sissyfied" or "freakish" in the Williams samples, but you can rest assured that every style shown will prove a seller. Williams sales have been made and will be made on the quality of leather and workmanship and on wearing qualities rather than on styles and shapes. ∴ Wait for the Williams man. It will repay you.

THE WILLIAMS SHOE CO., BRAMPTON





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

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

United Shoe Machinery Co. of Canada

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

Do Not Order Until You See The "Linton" Line of Fall Welts

¶ Our travelers will soon be on the road with a complete line of Fall samples, and we stand behind the statement that everything heretofore included in the making of Linton Welts will be found in these samples.

¶ Moreover, they will be strictly up-to-the minute in style and appearance. "Linton" Welts always are.

¶ Every pair is good for a REPEAT order. We could not afford to have it otherwise.

¶ Drop us a line. We will send you full information.

Western retailers can order through our Winnipeg Branch,
in Winnipeg Rubber Co.'s Building, assuring quick delivery

JAS. LINTON & CO., Montreal
BRANCH AT WINNIPEG



Women's Goodyear
Welts to retail at
\$3.50 to \$4.00

"Cleo"
values are
hard to beat.

We specialize on Heavy
Walking Boots for
Fall Trade

These shoes are
carefully and artisti-
cally made, and as a
result wear well and look
attractive. Progressive retailers in
all parts of Canada are making good
profit and building lasting reputation by
handling "Cleo" shoes. Are YOU selling them?

See Our Fall Samples

CLEO SHOE COMPANY
LONDON, CANADA.



THIS new Beresford last is but one of the several snappy Fall Lines we show. Your business demands that you see such shoes before placing your order.

Minister-Myles Shoe Company, Limited, Toronto

Our Stock Lists

Will be Ready

APRIL FIRST

Send us a card if you don't receive yours and we will be pleased to mail you one

College Girls'
Misses'
Childrens'
Infants'
Welts and Turns

Manufactured by

The Macfarlane

Shoe Co. Limited

Montreal

"McCREADY" FALL FOOTWEAR

IN the month of April we start out after our Fall business with two hundred new lines of the most up-to-date, snappy footwear in Canada.

¶ These new lines are made up of all the most popular leathers, such as Box Calf, Velours, Gun Metal, Patent Colt, Tan Calf and Tan and Black Storm Calf.

¶ We have also put in a number of new lasts for our medium and high grade goods, lasts that we know will attract your attention and secure your orders.

¶ Wait for our travelers; they will be pleased to go over the line with you,

¶ Men's and Women's Bluchers and Buttoned on new patterns, made not only to please the eye, *but to wear*. Not made as cheap as we can, but as well as we can.

**AMES HOLDEN McCREADY,
LIMITED**

**Montreal, St. John, Toronto, Winnipeg,
Calgary, Edmonton, Vancouver**



For Your Findings Department These Three Dressings Will Prove Trade Winners

Our many customers are proving this every day.

Diamond Finishing (Liquid)—a superior black dressing for Ladies' and Children's Boots and Shoes. Comes in 2 sizes—large and small bottles.

Boulevard Dressing (Liquid)—a most popular dressing for Ladies' and Children's Boots and Shoes. In 4 oz. bottles.

Vit Shoe Polish (Paste)—in 3 colors, Black, Tan and Ox Blood. Practically a 2 in 1 combination; an easy and rapid seller.

YOU OUGHT TO BE CARRYING THESE LINES IN STOCK. WRITE US TO-DAY. OUR PROPOSITION WILL INTEREST YOU.



AMERICAN DRESSING & SUNDRY CO.

Manufacturers of Leather Dressing and Blacking

232 St. Charles Borromeo Street

MONTREAL

A Dull Mat That Cuts Well

You know how much you can save by cutting one stock in preference to another. Exact grading means a whole lot to you. You will find that

“ACTON” MAT CALF

is one of the money saving kind.

We claim nothing miraculous for it—it is simply an excellently tanned and dressed skin that is graded with unusual care.

A sample order can be shipped promptly if you write soon.

BEARDMORE & COMPANY

MONTREAL

ACTON

TORONTO

Combination Leather

It is a comparatively new line with us, but our production already places us in the veteran class

Have you tried Davis' Combination?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply it

*Colored or Black
Grained or Smooth*

*And in weights suitable for
all lines*

Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

**Order Shoes
that bear
this brand**



**They'll make
you happy
in the Fall**

When you place your order with the Yamaska salesman for fall goods, you assure yourself of a profitable business in the fall. For every "Yamaska" is a seller. That's what built their reputation, and its because of this reputation for saleability that

La Compagnie, J. A. & M. Cote
ST. HYACINTHE, QUEBEC

are so careful to exclude all "freaks" from the Yamaska line.

And while the line is always kept right up-to-date, it never runs to extremes. The energy that is generally wasted in evolving freak styles, is in the case of the Yamaska line, occupied in improving the quality.

Try "Yamaska's" this fall.

Every Shoe just like the sample

When you examine the Surpass samples you see exactly the same good points that you will see when your order arrives in the fall.

Surpass samples are not made up special to attract your trade. They are merely the first finished shoes sent out for your inspection and approval.

Because you like Surpass samples you will like Surpass shoes. They're just the same.

Have no fear. Order what styles look good to you as samples. They'll be just as good as stock in your store.



The Louis Gauthier Co. Limited
QUEBEC CITY

THAT P-V MULE!

If you cut "Split" Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Horse and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.
MILWAUKEE - WIS.

Distributors:

BOSTON
 NEW YORK
 CHICAGO

ST. LOUIS
 ST. PAUL
 CINCINNATI

SAN FRANCISCO
 NEW ORLEANS
 GLOVERSVILLE

LONDON, ENGLAND
 FRANKFURT, O.-M., GERMANY
 PARIS, FRANCE

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

SOLID LEATHER
ALL THE WAY
THROUGH.



LASTS AS LONG
AS THE
SHOE.

You take no chances with the Guay Solid Leather Counter

No matter how good you make your shoes you need have no fear that Guay Solid Leather Counters are not good enough.

They are made of select stock that will stand up under wear as long as the shoes themselves.

Many shoe manufacturers have proven this to their own

satisfaction and profit, and now use them in their best grade of shoes.

It doesn't cost much for you to prove it. They only cost 3½ and 4 cents per pair.

Give them a good trial. You'll be well pleased with the results.

EUGENE GUAY, 230 Marguerite St., MONTREAL
ALSO MAKERS OF STANDARD BRAND AND UNION COUNTERS

THE BEST

Everyday

Every "Everyday" Shoe is a sales booster. ☞ It has the looks to attract and the quality to wear long. ☞ A display of

SHOE "Everyday" Shoes in your window will

bring people into your store to find out more about these good-looking shoes, and you'll be able, by explaining their many good points, to convince them that they should wear "Everyday" Shoes. The rest is easy. ☞ The shoes themselves will look after the repeat sales. They will so thoroughly satisfy your customer that they'll be back to your store for the next pair. ☞ If your jobber can't supply you we will tell you of one who can.

T. SISMAN SHOE CO., Limited, Aurora, Ont.

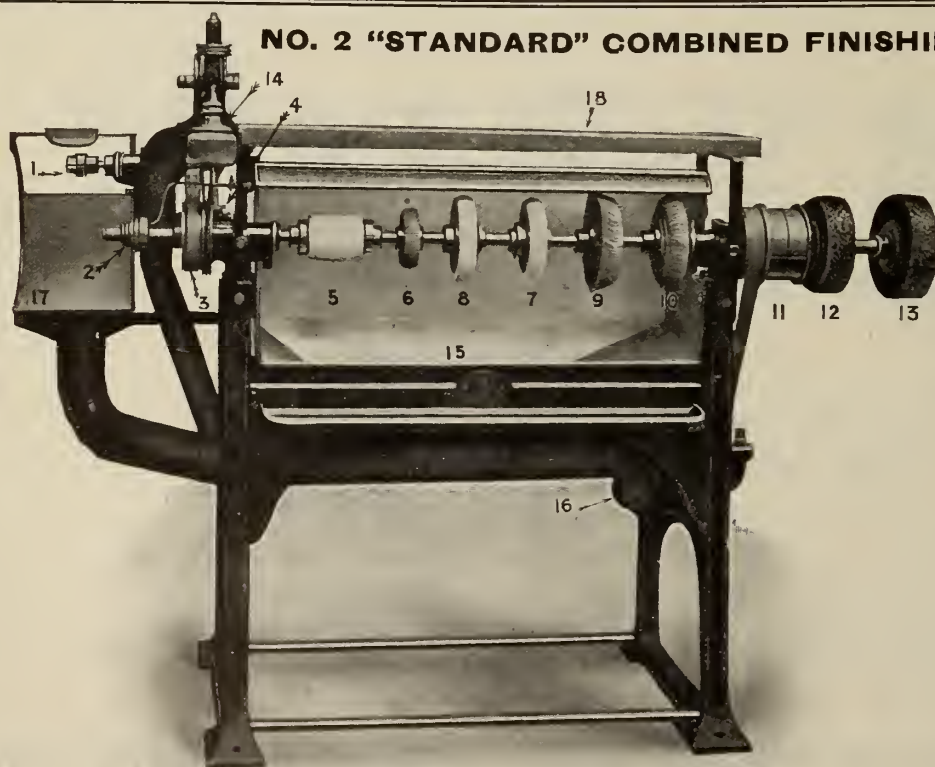
FISK PATENT LEATHER IS RELIABLE

It eliminates factory troubles, as it will not check or crack. It cuts economically, works easily, is distinctive in appearance and makes shoes of refined quality.

In short, it is a perfect leather.

FISK LIMITED
6 St. Helen St., Montreal

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

A COMPLETE WINDOW OUTFIT

**\$
15**

**ORDER
TO-DAY**



**\$
15**

**"THE
BETTER
WAY"**

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

**82 QUEEN ST. NORTH
HAMILTON - CAN.**

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by G. Parsons & Son, Limited, Toronto

PACKARD'S

"SPECIALS"



Combination Polishes

Each box contains a 4 oz bottle of Liquid and a 2 oz tin of Paste.

BLACK, TAN, OX BLOOD, Etc.

Large Size

PONY SIZE

2 oz Liquid and 1 oz paste
BLACK AND ALL COLORS

Black "O" FOR BLACK SHOES
Tan "O" FOR TAN SHOES

A combination of the Liquid and Paste



Patent Leather Cream

IN BLACK, RUSSET and WHITE

25 cent size



"HUB" Patent Leather Cream

Retails at 15 cents

WHITE "O"

For cleaning White Canvas Shoes, etc.

- In Paper Wrappers
- In Paper Boxes
- In Wood Boxes
- In Zinc Boxes



WATERPROOF PASTE

In 2 oz Round Tin Boxes

Black, Russet, Pat. Leather, etc.



LADIES' SPECIAL BLACK DRESSING

A Self-polishing Liquid applied with sponge attached to cork, Put up in 6 oz bottles.

Retails at 25 cents.



French - Glycerine

FOR LADIES' BLACK SHOES

A Self-Polishing Liquid, put up in 3 oz. bottles. A very popular line. Retails at 10 cents. And 40 other lines of

SHOE DRESSINGS

Manufactured by

L. H. Packard & Co., Limited
MONTREAL

The Satisfaction That Quality Begets

Twentieth Century Welts for men and boys give full satisfaction with pleasing shapes and long wear. They retail Men's at \$4.00, \$4.50 and \$5.00. Boys' at \$3.50 and \$4.00, and give value for every cent of their price.

See Fall Samples

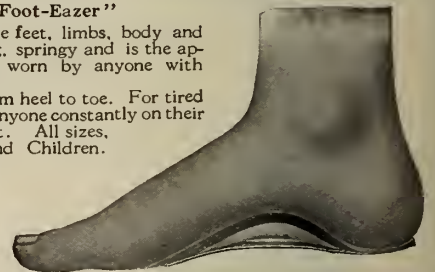
THE
C. E. McKEEN CO.
QUEBEC

Treat Your Customers Right -- Call their attention to Dr. Scholl's Cor- rective Appliances for all Foot Ailments

Scholl's "Foot-Eazer"

A positive easer for the feet, limbs, body and nerves. Self-adjusting, springy and is the appliance that can be worn by anyone with comfort.

Bridges the weight from heel to toe. For tired and aching feet or for anyone constantly on their feet. Prevents flat-foot. All sizes, for Men, Women and Children. Price \$2.00 per pair.



"Fixo" Corn Plaster

Here is a medicinal, mechanical Corn Plaster of true merit. It gives instant relief to the sorest corns and absolutely removes the corn, roots and all in twenty-four hours. Easy to apply sure to stay, 3 treatments in package, 10 cents, 9 treatments in box 25 cents.

Heel Tread Cushions

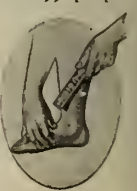
Allows the foot to rest comfortably. It is a boon for sore heels, taking the place of rubber heels. Made of sponge rubber, ventilated and covered with finest tan leather. Wears longer and better than any other heel cushion. Price 55c per pr.



"Fixo" Foot Powder

Antiseptic foot powder for hot, feverish, sweaty feet. "FIXO" Foot Powder is sprinkled on the feet and in the stockings and shoes and gives a cool, restful feeling to the feet. Takes away friction and has truly medicinal deodorizing qualities. Put up in original pencil shaped can. Price 25 cents each.

REMEMBER Dr. Scholl has a remedy or appliance for every foot ill and deformity.



The Scholl Manufacturing Co., Limited
472 King Street West Toronto



ASK FOR
So-Cosy
TRADE MARK
SHOES

Ask your Jobber to show you our "Newbuck" Button, Lace or Strap in white. The *So-Cosy* line is right up to the minute. Place your order for *So-Cosy* shoes now, so as to avoid Mid-Summer rush.

THE HURLBUT CO. LIMITED
PRESTON, ONT.



THE
Smardon
TRADE MARK
SHOE

One of our Exclusive Suggestions for Fall is shown below

SMARDON SHOE CO.
533-535 VISITATION STREET
MONTREAL



Women's whipcord cloth quarter patent vamp welt

Study this cut Carefully

Here is the "Why" of Goodsense Success in Concise Form

NOTE THE POINTS



POINTS TO NOTE

The Goodsense Shoe

MANUFACTURED BY

KIRVAN-DOIG, LIMITED
Montreal



Are you prepared to benefit by the Greatest Shoe Advertising Campaign ever launched in Canada?

Steel Shoes are worn all over the world

Steel shoes are not in the experimental stage. They have "taken on" with the public in no uncertain manner, there being over 500,000 pairs in use at the present. Lumbermen, trappers, hunters, miners, prospectors, farmers and laborers of all kinds have tested Steel Shoes in all kinds of weather and in all kinds of country. Steel shoes have stood these tests, and now a big advertising campaign is inaugurated to tell every workman in Canada of the advantages of Ruthstein's Steel. Are you going to benefit by this campaign?

They make money for you quickly.

Not only will you be helped to make many sales, but you will get a mighty good profit on each sale. Look at this table of prices.

No.		Cost	Sell
		you.	you.
03—Men's	6 in. black	2.65	3.50
04—Men's	6 in. tan	2.65	3.50
07—Men's	6 in. black	3.75	5.00
08—Men's	9 in. tan	3.75	5.00
09—Men's	12 in. black	4.50	6.00
10—Men's	12 in. tan	4.50	6.00
11—Men's	16 in. black	5.00	7.00
0103—Boys'	6 in. black	1.90	2.50
0107—Boys'	9 in. black	2.65	3.50
0108—Boys'	9 in. tan	2.65	3.50

The N. M. Ruthstein Steel Shoe is being advertised throughout the length and breadth of Canada. This will start a stream of buyers toward the nearest store handling these comfortable, wear-resisting work shoes. These buyers will want to buy Ruthstein's Steel Shoes and no others. Are you going to watch this stream flow past your door?

The advertising will be continuous. It is convincing, vigorous and truthful. It shows the workmen of the Dominion just why they should buy Steel Shoes.

You take no chance, but make a sure, safe and profitable investment when you stock Ruthstein's

STEEL SHOES

Be prepared to accommodate the first man in your locality who asks for Steel Shoes. Get the people in the habit of coming to you for Steel Shoes. Stock now.

You need not fear that Steel Shoes will hurt your other sales. You'll find that you sell many more pairs of them than of any other work shoes in your stock. Besides, every Steel Shoe gives satisfaction and is a recommendation to your store.

N. M. RUTHSTEIN "The Steel Shoe Man" TORONTO

Great Britain Factory, Northampton
United States Factory, Racine, Wis.

BLACHFORD, DAVIES & CO.
Limited
60-62 King St. West
TORONTO - ONTARIO

GEO. G. LENNOX
87 King St., Winnipeg, Man.
Distributors for Manitoba, Saskatchewan and Alberta



We will be glad to furnish cuts for advertising purposes in your local papers

Let us send you booklets containing complete information regarding Steel Shoes

If you are looking for a line of
WARM FELT FOOTWEAR
combining quality, style
and best workmanship, see
THE DOMINION LINE

Positively not in any Trust or Combine.

The Dominion Shoe & Slipper Co.
BERLIN, ONTARIO

Manufacturers of
HIGH-STANDARD, WARM FELT FOOTWEAR.



**McKAY
SEWN
SHOES** FOR

WOMEN, MISSES
AND CHILDREN

Shoes that have **STYLE** and
FINISH—at the right price
for the Jobbers, who are in-
vited to see samples.

B. VAILLANCOURT
40 GROTHE ST., MONTREAL

CUTTING DIES

of every Description for

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

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

Dominion Die Co.

321 Aird Ave., Montreal, Que.
Phone E 3778

BOX TOES THAT COME ALIKE



Made in
Cork,
Waterproof,
Felt,
Combination
Leather
and Canvas

SEND
TRIAL
ORDER

INDEPENDENT BOX TOE COMPANY
102 Christopher Columbus Street MONTREAL, QUE.



Satisfaction guaranteed
by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original **HEEL BALL** Manufacturers



**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 travelers and
see our splendid lines of
Spring Samples.

DUPONT & FRERE
301 Aird Ave.
MONTREAL

W. H. Staynes & Smith, **HIDE and LEATHER**
FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.

KANGAROO

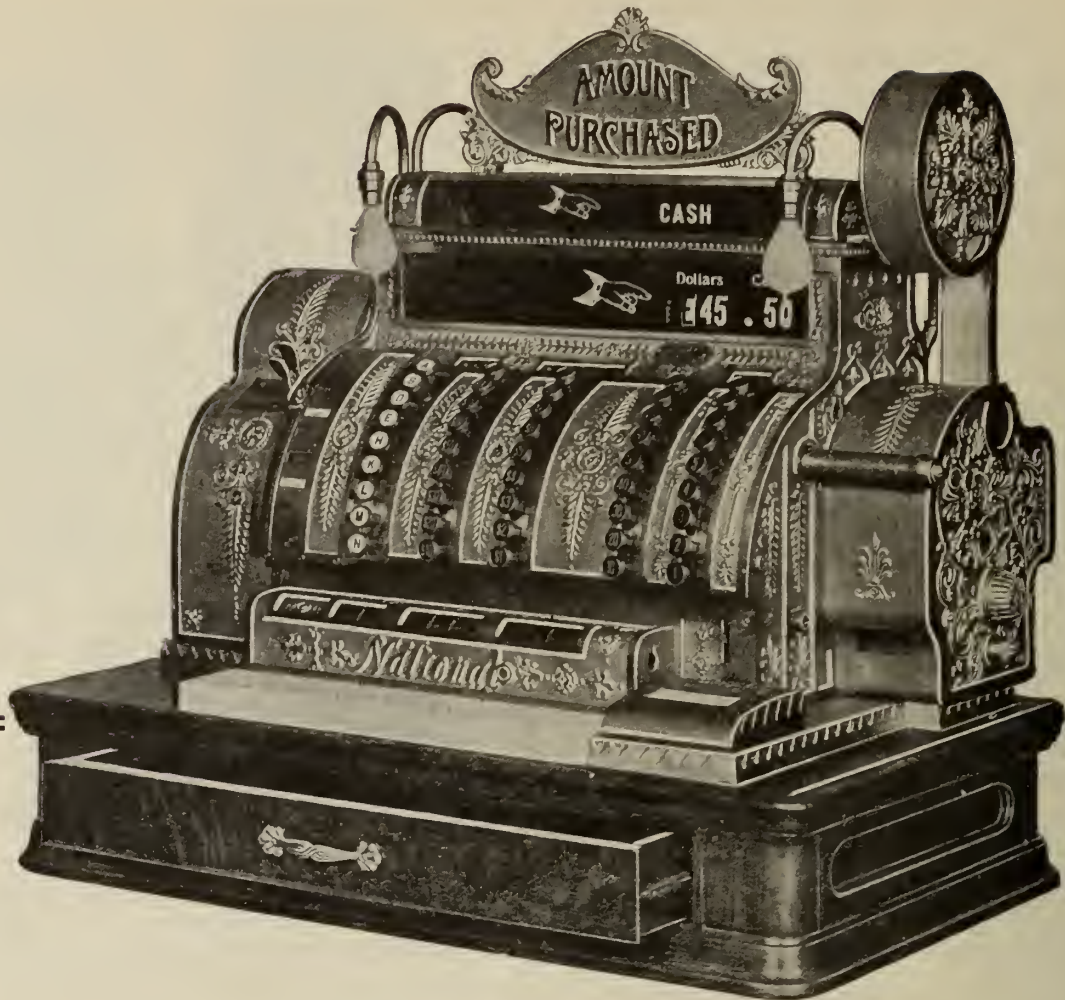
We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.



I Want a Position Behind Your Counter

I have had experience in many thousands of retail stores for 25 years. I have been steadily improving myself until to-day I believe I have about reached perfection, when it comes to taking care of the details in a retail store.

Nobody knows the troubles of the store-keeper as well as I do, for I have been right up against some of these difficulties.

I know how hard it is to avoid mistakes—how ready customers are to accuse you of being dishonest if you make an error in their accounts.

I know the value of giving every customer a printed receipt with every transaction.

I know how to prevent the petty mistakes and losses that make such a big leak in your profits.

I can tell you when your clerks make mistakes in change or other costly errors.

I can show you a quick way of balancing your cash and tell you whether it is all there.

I will promise to make every clerk in your store a better clerk.

I believe you could well afford to pay me \$3 a day, but I am very modest. All I ask is that you pay me 75c. or \$1 a day for about a year.

After that I will work for you as long as you are in business and won't ask for any more pay. Will you give me a position?

I will be glad to explain more fully the things I can do for you if you will write for the booklets which describe my capabilities. This information costs you nothing. Write for it to-day

The National Cash Register Company

Canadian Factory
TORONTO

Head Office for Canada
285 Yonge St., Toronto

Shoe and Leather Journal

— Published Twice a Month. —

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 59-61 John St., Toronto, Can.

Eastern Office: Coristine Bldg., Montreal, Can.

Chicago Office: 4057 Perry Street, Chicago, Illinois

London Eng. Office: 85 Fleet Street, London, E.C.

Vol. XXVI. No. 7

TORONTO, APRIL 1st, 1912

\$1.00 per Year — In —
Advance

Starting in Shoe Business on Cash Capital of \$1,000

Prize Winners in the Contest Tell How They Would Go About It—Where They Would Locate, What Lines They Would Buy and When They Would Begin—Division of the Funds In Hand Outlined

The two competitions on "How would you start a shoe business on a cash capital of \$1,000?" and "On \$2,500?" which have been conducted by the SHOE AND LEATHER JOURNAL, have closed. Numerous responses were received from all parts of Canada, and the contests evoked lively interest among the trade. A large number of the replies evidence much thought, study and business insight. They abound in timely pointers and helpful hints for any man, young or old, about to embark in the footwear line for himself.

In this issue the names of the winners in the first competition—starting business on a thousand dollars capital—are announced. In the April 15th number the results in the \$2,500 proposition will be made known. The judges have had no light task in deciding the awards, a task rendered all the more difficult by reason of scores of entries. The contributions of the prize-winners will be published first, and the stories of those who were not successful in landing a premium, but whose productions are deemed worthy of publishing, will be given in later editions to the readers of this paper.

The awards have been made solely on the basis of practical points scored. Literary merit did not count. Information of a direct instructive character has been the goal aimed at and it will be found that the winners have got down to "brass tacks" and details of the problem.

Victors in the Competition

The successful ones in the \$1,000 cash capital competition, the prizes being ten, seven, and five dollars respectively for the best efforts, are:—

- 1—A. E. Edgar, Windsor, Ontario.
- 2—F. A. Robinson, Saskatoon, Sask.
- 3—Miss Jessie Cumming, Fergus, Ontario.

The names of the winners in the \$2,500 cash capital competition will as already intimated be announced in the next edition of the SHOE AND LEATHER JOURNAL and their contributions printed. The articles by the victors in the first competition are here-with presented and are, in every way, worth perusal and study:—

Stock and Location Are Everything

By A. E. Edgar, Windsor, Ont.

Starting in business is a serious thing. Starting in the shoe business with a small capital is a more serious thing. Starting on a capital of \$1,000 is a most serious thing.

Ten or fifteen years ago it would not have been as difficult a feat as it is to-day. One reason why it is more difficult is

found in the customer's unwillingness to accept anything but the exact style called for. Another is because there are far too many styles. But the fact that one must carry lines in both tan and black, lace and button, and in several leathers, besides a sprinkling of white thrown in for good measure, makes the difficulty surmountable only by the man of determined character and almost infallible judgment.

Still it is not an impossible achievement under favorable circumstances, as the writer will try to show. Of more value almost than the amount of stock he has on his shelves, is the merchant's location. For that reason it should be as near the center of trade in the locality in which the merchant desires to do business as circumstances will permit. However, the man with but a thousand dollars cannot always be the chooser and must go according to the means at his disposal. If he can secure a centrally located store it will pay him to agree to a higher rent provided he can make arrangements whereby his landlord will be lenient and assist him in every way in getting a start.

The man with a little thousand has his choice of going into a general shoe business or in specializing in some class of shoes. The location he secures must largely determine this. No matter what his inclinations are he must conform to conditions and circumstances as far as necessary, and then strive to mould these into a better state as he goes along.

In a city he might specialize in children's shoes. This is a field that is altogether neglected and the live man who takes this up in any locality that has a clear advantage over all who follow.

Again, he might handle only men's, or only women's shoes. In this field it is unusual to run to shoes retailing from \$3 to \$5. A thousand dollars might purchase a sufficient stock of these to open up with; but this class of trade is very fastidious, and the man with so small a capital is soon in a precarious situation.

Still again, a man might successfully specialize on lines retailing at \$2 and \$2.50. The man with a small capital will do better here. Or, lastly, he can open up a general shoe business in which after all, the chances for success are far greater. A family trade is preferable any time to merely an individual trade, and especially so for the beginner on a small scale.

Having selected a suitable location and decided to stock a general line of shoes, the prospective "merchant prince" must get out his pencil and pad and do some figuring.

Rent may be arranged for several months in advance on a credit basis. If this cannot be done he must figure on paying this from his business, the first month being probably payable in advance.

Next is the fitting up of his store. The shelving is usually

found to be supplied with the shop; if it is not already shelved the landlord may be induced to shelve it at his own expense; failing which, he may agree to shelve it and allow the merchant to pay for it, a few dollars each month until it is settled for in full.

Then he must have some furniture. Let us say he can get along with two settees seating four each, costing about \$30. A half dozen wooden chairs at \$1.25 each will help out. A second-hand counter may be purchased for, say, \$10, or failing this, a fixture having a counter top, and capable of holding shoe cartons below, may be made at a cost of, say, \$20. Besides these, at

outlined will have to go to a jobber to secure his stock. The one great reason for this lies in the power of a large account in securing credit. The other good reason is because it is easier for a man with a small capital to arrange his finances with a single firm than with several, who are each trying to secure better arrangements than the others. As his business grows he can spread out his feelers and gradually take in other lines and buy from both manufacturer and jobber.

The arrangement being completed, he walks into the sample room to select his stock. Unless he has previously figured out what he is likely to require, he will be at the mercy of the man

Kind.	Selling Price	no. Pairs	Cost Price	Total Cost	6	6r	7	7r	8	8r	9	9r	10	10r	11
1 Dongola Lace	1.50	8	1.15	9.20	1		2		2		2		1		
2 " "	2.00	8	1.40	11.20	1		2		2		2		1		
3 " "	2.00	3	1.50	4.50			1		1		1				
4 calf "	2.00	8	1.50	12.00	1		2		2		2		1		
5 " "	2.25	3	1.50	4.50			1		1		1				
6 Dong "old Man	2.00	5	1.50	7.50			1		1		1		1		1
7 calf "	2.50	8	1.90	15.20	1		2	1	2	1	1				
8 Dong "	2.50	9	1.75	15.75	1	1	2	1	2	1	1				
9 " "	2.75	2	1.95	3.60			1		1						
10 " "	3.00	5	2.15	10.75			1	1	1	1	1				
11 " "	3.00	7	2.15	15.05	1		1	1	1	1	1		1		
12 calf "	3.00	7	2.25	15.75			1	1	1	1	1	1	1		
13 " "	3.00	5	2.15	10.75			1	1	1	1	1				
14 " "	3.50	7	2.50	17.50	1	1	1	1	1	1	1				
15 Dong "	3.50	5	2.40	12.00			1	1	1	1	1				
16 " "	4.00	9	2.90	26.10	1	1	1	1	1	1	1	1	1		
17 calf "	4.00	5	3.00	15.00			1	1	1	1	1				
18 " Button	4.00	6	3.00	18.00	1		1	1	1	1	1				
19 Tan calf "	4.00	7	3.00	21.00	1	1	1	1	1	1	1				
20 " " Lace	4.00	7	3.00	21.00	1		1	1	1	1	1		1		
21 Patent Lace	4.00	9	2.90	26.10	1	1	1	1	1	1	1	1	1		
22 " "	5.00	5	3.50	17.50			1	1	1	1	1				
23 " Button	5.00	7	3.50	24.50	1	1	1	1	1	1	1				
Total		145		334.45	13	6	28	16	28	16	25	3	9		1

In the table "lace" refers to the method of fastening. Some bluchers must be found in this stock, but in the better lines especially, more straight lace will be found to be in demand at present rather than bluchers, at any rate this seems to be the tendency of the day. Locality makes a great difference in the requisition for certain styles.

least one silent salesman showcase should be purchased, so that the newer novelties might be shown to all who enter. This is an investment that will pay for itself in a very short time.

He must have several necessary tools, a hand button fastener, a pair of nippers, a knife, a stretcher, a hammer and nail puller are among these. He must also have some stationery and a set of blank books. It is hardly possible that he can secure these for less than \$125, which will leave him \$875 cash. If he takes \$75 more for traveling expenses, freight and other incidentals that must be cared for before he opens up, he will have \$800 to flash in some wholesaler's eyes. Not a very dazzling pile it is true, but a roll of any size is usually an "open sesame" to the abode of credit.

A man who has a clean record and who has a knowledge of business can secure a line of credit that will practically double his capital. Unless a man has had experience in the shoe business and likes it, he had better keep out of it, and invest his money in some other way.

Of course, the one who opens up such an establishment as

who is to take his order. He might mean well in offering his advice along certain lines, but it would always be in favor of his own goods.

Before giving an abbreviated list of the lines necessary to make a start we might say that the new merchant must make up his mind to watch his stock carefully and keep track of his sizes accurately and order weekly, if not daily. He must introduce some system that will make this work as easy as possible. Then he must make up his mind that he is going to miss many sales of goods asked for but not in his stock, and keep track of these demands, and stock the lines most called for as soon as possible. The following division of his stock is suggested:—

Infants' soft soles, assortment	\$ 25.00
Infants' turn, lace and button, black and tan..	65.00
Infants' M.S., sizes 5 to 7½, lace and button, black and tan	75.00
Children's sizes, 8 to 10½, lace and button, etc.	100.00
Misses' sizes 11 to 2, all styles	125.00

(Continued on page 55)

Historic Shoe Establishment Tells of Its Methods

Progressive Welland Firm Believes in Artistic Window Decorations, the Cash System and Spending Money on a Good Front—Too Many Styles To-day Without Corresponding Increase in Business

"A good deal of the advertising done to-day by the retailer and wholesaler is simply money wasted. We often wonder why the advertisers in the Shoe and Leather Journal scarcely ever quote prices. A nice cut of a shoe appears with a full description. This catches your eye, and you are at once interested. The shoe might be just what you want, but you look in vain for the price. You are not sufficiently aroused, however, to sit down and write the maker for the price, but if the figure was quoted in the announcement, mutual benefits might result."

So remarked J. McCaw, of D. McCaw & Son, of Welland, Ontario, when discussing shoe styles and publicity plans. The business which is conducted by him is one of the oldest retail establishments in Canada. The founder was D. McCaw, who settled in Welland in 1850, carrying on the trade of a custom shoemaker. In the year of Confederation—1867—he embarked in the retail line, putting in a stock of shoes ordered principally from George Forbes, of Montreal, and Damer, King & Brown, of Toronto. Thirteen years later he took his son into partnership, and the firm became known as D. McCaw & Son, under which name it is doing a flourishing business in the aggressive

industrial centre of Welland. It has had forty-five years of honorable and progressive history, which can be reviewed with pride. In 1902 the founder died at the advanced age of ninety-two years. During the last ten or fifteen years he did not take a very active part in the business, preferring to go and come as he pleased.

The establishment was well managed by his son. One of the peculiar characteristics of the late D. McCaw's method of doing business was his aversion to signing notes for goods. He always insisted, when ordering, that a copy should be marked "no note," preferring to pay the bill when due with cash.

Front That Cost \$500

The store is 65 feet deep and 17 feet wide. It is situated on a corner, and has a fine large show window with a door at the side. Four years ago a handsome modern front was installed, replacing an old-fashioned one, with two small windows and the entrance in the centre. The alteration cost about five hundred dollars, but the expenditure soon paid for itself in increased business, which is attributed by the firm largely to the nature of the window, which has a paneled background, five feet high, with glass above. A five-foot mirror at the end has the effect, when looking from the side street, of making the window appear twice the length, and displays all trims to excellent advantage.

"Although we do some advertising, we find it difficult to trace direct results," said Mr. McCaw, "but we continue it for nothing



The neat and inviting front of the McCaw shoe house, Welland, Ont.

more than to keep our name constantly before the public. My personal belief is that a good show window, kept clean and bright, attractively dressed with exhibits changed frequently, is almost as effective in the line of pulling trade as an expensive advertisement, but you must have the goods to back it up."

Credit Business Means Loss

Speaking of cash versus credit the proprietor said: "It has been our aim for years to do a strictly cash business and cut out all credit. We believe that a cash basis is the ideal one, but it requires nerve to introduce it in an old-established business. If you extend credit you are bound to lose, no matter how careful you are. We are seriously thinking of adopting the cash method exclusively in the very near future."

The style problem is one that every retailer gives more or less consideration to, and Mr. McCaw thinks that the number



Interior of the McCaw shoe store.

at the present time is too numerous. He declared they should be cut down. The retailer nowadays is obliged to carry too many lines, without the corresponding increase in business, resulting in the accumulation of a lot of odds and ends which are hard to get rid of, even at a sacrifice.

Want Family To Have a Say

D. McCaw & Son, while they do not approve of the appropriation practice, find that they have to do some of it, but they do just as little as they can. They seek to impress upon every customer the advantage and desirability of fitting him or her in the store; but there are always a few people, who want to take their shoes home so that the whole family can pass judgment and comment upon them. The firm find no bad results, however, and oblige this class, comprised mostly of women.

Sales are held twice a year to reduce stock and clear out "shelf warmers." No repair shop is conducted in connection with the store, and while necessary, small repairs are attended to gratis, the firm using their discretion in this matter; should a larger job, such as half soling or heeling, be required, where the shoe has proved defective and the case is a deserving one, the work is attended to outside, paid for by the house, and the cost charged to the manufacturer. Mr. McCaw believes that a repairer can make good when he does the work himself, but when a man has to be hired to do it, it becomes a different problem, and he does not think that it pays.

Use Good Cuts When Advertising

Would you attempt to dress a window attractively without suitable shoe stands, a pleasing background, proper material for covering the floor, and other accessories? If you did, you would have to be a genius to show off the shoes to the best advantage and arrest the eye of the public. Yet there are numerous shoe retailers who are paying out money for newspaper space

and are vainly seeking to draw the attention of readers to their announcements without employing good cuts. Pictures tell a story more vividly and impressively than columns of descriptive wording or fine phrases, and leave something distinctive in the mind. It has been difficult in the past for many retailers to secure serviceable and up-to-date cuts of prevailing styles, and perhaps some have had a good excuse for not illustrating their advertising matter to catch the people's attention.

To meet this drawback, which has prevailed to a certain extent the SHOE AND LEATHER JOURNAL, through its efficient art department, has instituted a first-class service in shoe cuts of all leading patterns and models, which will be found a decided convenience of the trade. These cuts, a number of which are illustrated in this issue, are made especially for newspaper work, and will add to the effectiveness and pulling power of retail publicity. The cuts have been made from drawings of original styles by the members of the art staff of the SHOE AND LEATHER JOURNAL, and all dealers who wish to make the most striking use of their announcements in the daily and weekly press, will find this branch of much advantage and direct benefit. Just as a well-dressed man or neatly-appeared lady commands respect and attention, your advertising will prove a feature of the mediums that you use, and drive home the salient points in the shoes that you handle if you use good illustrations. It will be found profitable to order a number of the cuts presented in this edition, along with the borders and designs, which are appropriate and inviting.

Suggestion About Mate-Numbering

P. J. Galvin, manager of the Hub Shoe Department, Madison, Wisconsin, writes the J. & K. Shoe News as follows: "A mate and size number system that is very simple and tells you at once when the shoe was purchased, is shown by the following:

In upper number "1" indicates the first month of the year; "2" the year 1912,

the final "1" your first pair.

"35" indicates size 3, "2" width C.

The next pair would be marked 122, etc."

121
35
2

Mr Galvin writes: "We use this system on all our shoes. As soon as a line comes in it is inspected, then the sole of the shoes are mate-numbered and size-marked as above with a pen. We have found that the printed slips that are sometimes used, fall off, and are worse than none at all."

Some Advice on Foot Fitting

"I believe that customers should be fitted in the store before leaving," said a Stratford shoe merchant last week, when discussing this matter. "I know it is not always easy to get a caller to be seated and try on certain lines of footgear. A woman will often refuse, and say, 'Let me see what you have got first.' But generally I endeavor to persuade her to take a seat. If you can do that and tactfully remove her shoe, then you have gained your first point. It is not wise to enquire what size she takes. If you have studied matters closely you can perhaps get a look at the size marking in the old shoe, and if not, your eye should be so trained that you can give a fairly accurate guess regarding width and size. I am a strong advocate of the use of the measuring stick. Then fit the wearer from one to two sizes larger than indicated. Here your judgment has a chance to exercise itself. The use of the stick creates a favorable impression with particular patrons. It imparts the idea that you know your business, and are going about the matter of fitting in a scientific and expert manner. These little attentions never fail to please. Small points count immensely in effecting a sale. I admit that I often forget myself, and ask, 'What size, please?' when a woman enters. It is all right, generally speaking, to enquire the size when selling children, or perhaps men, but women are different, you know."

Take Time To Do Your Buying Intelligently

Do Not Follow the Hop-In-Hop-Out Style—Keep Your Appointments With Travelers—Too Much Consideration to Flying Foreigner—Canadian Shoe Enterprise Should Be Encouraged

The trouble with too many shoe retailers at the present day is that they will not take time to buy goods properly. They will not devote enough intelligence, care and attention to their purchases in which concentration should at all times be a predominant characteristic.

The retailer rushes down to a sample room, gives one hurried survey over the ranges displayed, makes a grab here and a pull there, asks prices with lightning rapidity, and then makes a scoot for the door—in other words, he hops in and hops out again like a bellboy. He thinks he has saved a great deal of time, when in reality his experience may cost him more than he is aware of. Buying must be done earnestly, calmly and studiously. There is no truer saying to-day, than "Goods well bought are half sold."

Another matter that many retailers might give heed to is, that time spent in buying is well spent. "I claim," said a prominent shoeman of Ottawa, "that if you have the proper goods any dash fool can sell them, but it requires more than an automaton to do the buying. Herein lies one of the chief elements of success."

"I went to a neighboring city the other day," he said, "and purchased \$8,000 worth of goods. I suppose the average man would think that two or three hours would be ample for making this selection, but let me inform you that I spent exactly two and one-half days in that burg, and I regard the hours as well invested. It is because men do not buy right, do not ask questions, exercise discrimination, and practice discernment that they have so many stickers on their shelves, stuff they can't get rid of."

Shabby Treatment from Retailers

Speaking of buying, a Montreal traveler said that he thought Toronto was one of the worst cities for retailers breaking their appointments. "Why," he added, "I had an engagement yesterday with four men at different hours, and not one of them showed up. Still more, not a single person had the courtesy to telephone me as to why he did not present an appearance. I call this shabby treatment, and I hope that you give some retailers a pointer on the virtues of punctuality and verbal integrity. The man who keeps his appointment, and if he cannot, advises me of the fact, is as rare in Toronto as a pearl in an oyster. Another thing that I have to complain of is, the dealer who will not take time to come down and look at my samples. Well, I am not out for my health, and cannot live on prospect, but I will not truckle to any man who asks me to bring some of my lines.

"It is neither just to myself, the retailer or to the house that I represent. Why, I cannot take more than ten or twelve samples in a tray, and when I get there he is sure to ask for some things that I have not taken along, but which are down at the hotel. If a retailer cannot spare the time to come here and view the exhibit as a whole, embracing, as it does, between two and three hundred samples, I certainly think that he is not only short-sighted, but very crude—even dirty—in his treatment to a man on the road. One fellow told me the other day that he was too busy. I wanted him to present an appearance in the morning, and he declared that he could not get away. I said, 'You have two or three clerks here, why cannot they look after affairs?' and he answered, 'Why, I could not trust them. It is up to me to be Johnny-on-the-spot all the while.'"

No Confidence in His Clerks

"Now, if a man has that kind of a staff about him, salesmen in whom he cannot place confidence or upon whose shoulders he cannot thrust momentary responsibility, the sooner he

gets rid of them the better. He is no use to those under him in the way of developing an efficient staff, and his staff is of little benefit to him. There is no co-operation, no progressive spirit, and no effort to pull together."

A conversation overheard by the writer in a Montreal hotel the other day where a traveling representative for a leading Canadian shoe firm was staying, is reproduced, and throws a flood of light on the subject of buying. The spirited thrust and parry discussion was of a variety not often heard, and needs no



Attractive front of E. R. Gavin's shoe store in Fort William. Mr. Gavin also conducts a successful business in the same line in Port Arthur.

comment. Barnet will do for the traveler's name, and the retailer will be known by Cluff.

Don't Be in Such a Rush

Stepping to the telephone, Barnet called up Cluff, who promptly answered, "I am down here, Billy, on my semi-annual visit with as fine and select a line of women's and children's goods as has ever been turned out. I would like you to come down and see my samples. I can give you an appointment for this morning or this afternoon, or any time to-morrow that may suit your convenience."

"Oh, you will be here for some time," answered Cluff. "I will catch you some day next week; very busy just now."

"Why not come down this afternoon or to-morrow if you are busy now?" queried Barnet.

"You know that you are going to be here for several days, and there is plenty of time, and no hurry," was the cool rejoinder.

"There is where you are mistaken," replied the traveler. "You might at least come down and look over the line. I heard that you were here yesterday inspecting some women's stuff presented by a couple of American travelers, and placed some orders; why in thunder can't you give me the same consideration? We are trying to build up Canada, and place this country on the shoe map, and yet you would keep me lolling around here for days."

No Honor in Native Country

"Oh, well," answered the dealer, "you know these other fellows have very long distances to come, and are only in town for a few hours, but surely you do not expect to do Montreal in a day or two, do you?"

"No," quoth the shoe representative, "but if I paid atten-

tion to all the whims, and suited the convenience of a lot of you fellows, I would be here two months."

"That's not my funeral," was the retort.

"Perhaps not. I am going to do a little plain talking, and I do not give a hang whether you do anything with me or not, but you are going to hear some straight trade gospel. Every time you place an order with a Canadian house you are helping to build up the Dominion, and the money so spent goes to Canadian places of industry. There is nothing on the continent that surpasses the line that I have here, and you would say so too if you would only have a look. You seem to think that a man can wait around the hotel day in and day out without any expenses, whereas the outlay is from \$6 to \$10 every day.

Makes Selling Cost High

"Now, it is just this, Mr. Cluff, that makes our selling expenses high. I am not a tightwad, but neither am I a Croesus. It does not cost an American traveler more than 1½ per cent. to sell goods right here in this city whereas it is costing many a Canadian representative twice and three times this amount, simply because you will not give me proper attention. You think it is a smart thing to keep me idling here for days at a time. Now, nobody wants to rush matters, but it would seem when a fellow with a foreign line bobs in, rings you up, and goes off like a scidlitz powder, you are here on the keen jump, but with me I consider your conduct is decidedly unfair, so do many other representatives of Canadian houses."

"Oh, well," answered Cluff, you know that we can get at you any time, but the other fellows cannot stay long."

"You see it from a narrow, selfish viewpoint. You know full well it is on Canadian goods, such as I handle, on which you make your money, and on which depends the stability of your trade. Out of pure cussedness or some other reason, you make it a pain rather than a pleasure to sell you. A chap from across the border who happens to have a few splashy lasts, but whose goods will be found to contain fibre boxes and counters with thin skived insoles or a kind that will not hang together without canvas backing, gets your consideration. You will pay the thirty per cent. duty, and think you have got something superior in fit, finish and style, whereas you know that the products have been scamped, and every farthing taken out of them in the making. They are all front and no body."

The Spell of Things Abroad

"It is just like this: To-day it is snowing and blowing and cold outside. If you asked your wife how she would like to go for a little trip to Albany or Troy, I guarantee that she would be very nice, and comply, but I bet you that it is blowing, snowing, and just as disagreeable under foot and over head in either of those cities as it is right here in Montreal. Another case of 'Far away fields look green.'"

"Oh, I do not know about that," replied Mr. Cluff. "I think that I get just as good value on the other side as I do here, perhaps a little more so. Anyway, you cannot tell me how to run my business, and moreover, I do not intend to let you. I won't stand for it."

"Now," answered Mr. Barnet, who was now on his mettle, "you have a few things to learn yet. It is the people of this city from whom you get your trade; very little of it comes from tourists or from outsiders. When we get a line that beats anything we have ever undertaken for appearance, quality, style and smooth, expert shoemaking, which many of the best American factories cannot touch, you try to give me the go-by. You are all the time preaching loyalty and talking of what a fine country Canada is. The other day you told a friend of mine that it was not necessary for any chap of genius and perseverance to go abroad. You seem to have fallen under a spell.

"Personally I have no complaint to make against you more than many others of your trade, but when a fellow having charge of the samples takes his factory superintendent, visits all

the great style centres and leading manufacturing spots and persuades his company to turn out something that is the very acme, the latest word in shoedom, well, it is mighty small encouragement that we get from some of you fellows. You would not like me to go to your store to buy a pair of shoes, keep you talking half a day, not look at your shoes, and then walk out, telling you that Robinson was a better retailer. Just reverse the picture and gaze at it now from a travelers' standpoint."

"Oh, well, I am not going to argue further with you. Perhaps a good deal of what you say is right. I will be down to see your samples to-morrow morning at nine o'clock."

Removing Feeling of Prejudice

"All right, see that you come. I tell you that if fall orders are not placed now, a big mistake is being made. Hasty selections often mean repenting at leisure. When you give ample time to do justice to what I have to show you here (if you have seen anything this season that beats, or even comes up to what I have), I am willing to rest my case on your judgment. Comparing values, fit and finish, you will find that Canadian shoes are right there every time. Our factory is delivering the goods."

Nine o'clock next morning Cluff presented himself, spent two and one half hours with the traveler, placing an order for \$4,000 in children's misses' and women's footwear. One thing to his credit, he was open to conviction, and was not long being convinced when he saw the shoes. He said frankly, "That was hot dope you handed to me yesterday, but a good deal of it is true. I see matters now in a little different light." They shook hands and parted.

How to Display Infants' Soft Soles

No other specialty the retail shoeman handles so readily lends itself to attractive displays as infants' soft soles and moccasins. Dainty in color and design, these goods, when neatly arranged in a show case or window, are certain to attract the attention of every lady patron.

The shoeman who carries a good line of soft soles and makes this fact known to his patrons, will do a considerable business. Of course, one of the easiest and least costly methods of advertising is by keeping a good display in a well lighted and well polished show case. Some little taste should be exercised in arranging this feature, and where lady clerks are employed, this duty should be assigned to the one who shows the greatest liking for it. Velvets, whole skins, etc., make attractive back-grounds, and with the footwear infants' hosiery should always be shown. Particular care should be exercised in choosing colors for background that will contrast with the soft soles shown. This is one of the severest tests of decorative ability, and whoever looks after the displays, whether of soft soles, hosiery, or any other specialties, should cultivate good taste through careful observation of the results secured by leading decorators.

Combination boxes, pairs of baby moccasins, and soft soles with stockings of silk to match, are good sellers at almost every season of the year. They afford patrons an opportunity to remember the baby at its birth, christening, and on holiday and other occasions, while the infant is too young to appreciate any other gift, and nothing else of usefulness, or that will show good taste on the part of the donor, can be procured.

Occasionally the shoeman's newspaper announcements should call attention to the infants' footwear department, and lady patrons of the store should always be encouraged to inspect the latest novelties in this line.

ONE FROM AFRICA

Enclosed please find payment for one year's subscription to the Shoe and Leather Journal. We find this a very useful and instructive journal, and look forward to receiving same.

"W. SMALE & SON, South Africa."

Live Shoemen Should Know the Human Foot

How the Intelligent Retailer May Minister Successfully to Pedal Ailments—The Importance of the Foot as Applied to Shoes—How It Is Injured and Distorted in Many Ways—An Instructive Discussion

By WM. M. SCHOLL, Orthopedic Specialist



Wm. M. Scholl.

known as pes planus, weak foot, weak arch, splaw foot, broken down arch and flat-foot.

I have found from personal interviews with leading orthopedic surgeons, shoe manufacturers and the layman in general, that but few are thoroughly conversant with the anatomy of the human foot, especially as applied to the importance of footwear, and for this reason there are many different opinions on the cause of abnormalities to these useful members. Through educational measures only, has the subject of anatomical construction been brought to the person who comes in direct contact with shoe fitting and the doctoring of foot ills.

I am going to show how the human foot is frequently injured, distorted, and made uncomfortable, also cause and cure of the most prevalent and distressing ailment,

The Bones of the Feet

The foot consists of twenty-six articulated bones and joints, each being joined to the other by highly elastic membranes known as ligaments, and in addition to these ligaments the strength sustaining muscles and tendons passing from the leg and heels, forward to the forward portion of the foot and toes. The frame work of the human foot is so arranged as to permit considerable movement to each joint.

These bones, commencing at the Oscalsis (heel bone) forward to the Metatarsal and Phalangeal articulation, represent the arch. The Oscalsis is the largest bone of the foot. This measures about $2\frac{1}{2}$ inches long and is quite thick. Next to this is the Astragalus, Scaphoid and Cuneiform, and forward of the internal cuneiform is the Metatarsal.

The five Metatarsals articulate

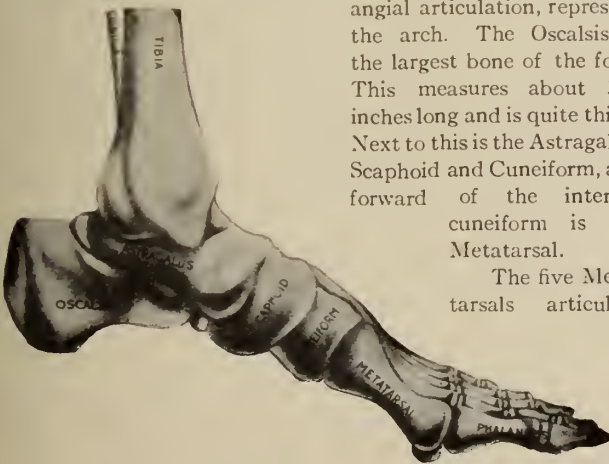


Fig 1—Skeleton of left foot, inside view.

forward with the Phalanges (bones of the toes), fourteen in number. The weight of the body is conducted to the foot through the tibia and fibula, which articulate on the Astragalus and Oscalsis. The Astragalus (keybone of the arch) carries practically the entire weight of the body.

To promote the elasticity of the foot and to enable this collection of bones thus articulated, to properly support the weight of the body, they are so arranged in the form of an arch and held together by the ligaments and muscles and long tendons of the muscles in the calf of the leg, that free action is procured and in place of the foot being rigid in action, it is springy and highly elastic.

The structure of the foot, from a mechanical point of view, is perfect, as each time the weight of the body is thrown suddenly on the foot, the highly elastic muscles and ligaments act as a bow-

string to the bow, and draw the articulated bones back in their true position, as quick as the movement is made, as in jumping, running and walking, etc.

What Flat-Foot Is

When the elasticity and strength of the muscles becomes impaired, a condition will result known as "pes planus" or flat-foot. This deformity, strictly speaking, is not only flattening of the foot, as most people think, but consists of a dropping and twisting of the bones of the arch. The weight itself is carried to the inner side. If you look at a skeleton of a human foot from behind, it is quite apparent how the entire weight is carried to the inner half of the arch, which then forces the Astragalus (keybone) forward and down. The balancing of the body's weight through the Tibia, is maintained by the Fibula, alongside the Tibia, and the strong supporting muscles holding up the inside of the foot. Cases of flat-foot, weak foot and weak arch have steadily and rapidly increased, and statistics compiled show that three out of every five adult persons are victims.

Many persons suffer with every symptom of flat-foot when, upon ordinary examination of the foot, the appearance of the foot is normal. A person having this trouble usually complains of pains and aches in the feet, tiring after short walks, and a desire to rest by removing the shoes and elevating the feet. Callouses on the sole, cramping of the toes and a general burning sensation, also pains in the back and spine, and nervousness, are frequently found to be caused by this condition. In later stages, the muscles have become so weakened and relaxed that the weight of the body crushes down the arch structure.

In the more advanced stage of flat-foot the patient often attributes the pains to rheumatism. This not only manifests itself in the feet, but also in the ankles, knees and to the hip. Soreness in the heels, similar to stone bruise, and pains in the arch and cramping of the toes, are also symptoms of this trouble. Distorted toes, bunions and painful callouses are also results of a weakened arch.

In advanced cases of flat-foot the patient's gait is changed from that of gracefulness

to a clumsy shuffle. In any case, the elasticity of the normal foot is lost, and the patient soon notices an incapacity to do much work. Shoes worn by the person are soon devoid of their original shape, the shank being flattened out, heel uneven, and the shoe in general assumes a very untidy appearance.

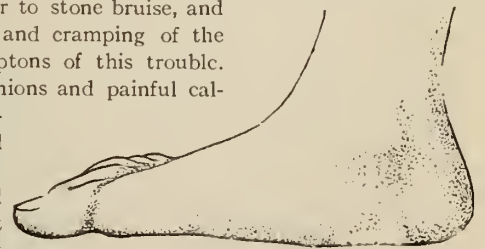


Fig. 2.

Cause of Flat-Foot

It is interesting to note the many cases of flat-foot, and the differences, though small, have some strange and marked features in comparison. There are many causes of this condition of weakened foot, flat-foot or broken down arch, tenderness and distortions, as noted above.

The first cause is shoes of an improper shape or size. Second, the wrong last or shape for the individual foot. Third, fitted short, narrow, or so shaped that all exercise and action of the foot muscles is lost, causing relaxation and wasting and weakening of these muscles. Fourth, shoes that have been worn too long or too large. Fifth, the heels have a very material effect upon the muscular control of action, as they are invariably built too high for the patient's peculiarly constructed foot, or for the last upon which the shoe

is built, causing an unnatural balance and throwing the weight unevenly upon the controlling and supporting muscles.

On the point of heels, I may say that the effect upon the arch of the foot or the foot itself is by no means the only wrong that



Skeleton of right foot, outside view.

the spine, at the base of the brain, is articulated in its true and natural position. If the heels are too high and the body is tilted forward, it will have an ill effect upon the internal organs.

Walking Healthful When Properly Shod

Just compare this human body and the internal organs hung to the frame, to the pendulum of a clock. If it is not plumb and true it will not properly do its work. Hence, the heel should be broad and not too high and the equilibrium of the body maintained as when standing in stocking feet. Walking, providing correct foot-wear is used, is one of the most healthful exercises. It does not tend to weaken or injure the foot muscles, but, on the contrary, develops and adds greatly to strengthening the weight distributing points.

The class of people who do more standing than walking and wear shoes that compress the forepart of the foot, undoubtedly become victims of flat-foot from the compression and inability to use the muscles which cause the weakness. Another fact is, people whose feet are encased in shoes not giving sufficient toe room are always endeavoring to favor them, which throws considerable more weight to the side of the foot.

Other causes are weakness or insufficiency of the muscles resulting from illness, or especially following confinement. Not having the foot muscles in use for some time and the general debility resulting from a serious illness, weakens the muscles so that when the body's weight is thrown upon the foot, the arch immediately assumes a flattened position—prolonged standing or constant walking on hardwood floors or stone pavements—sudden change of occupation of a person who is accustomed to a position where the feet are constantly at rest then suddenly is compelled to do continuous standing or walking—rapid growth in children, where the muscles are not yet developed and bone formation slow—radical increase of weight in adults. Growing boys and girls between the age of nine and fourteen years take on weight suddenly and with their usual activity frequently break down the arches or complain of weak ankles. Weakness of ligaments, muscles and bones of a child's limb and foot is frequently present at birth, and soon after commencing to stand flat-foot develops.

Many Ailments Originate From Feet

Much space could be consumed in showing that whatever may be the cause of weakened foot or flat-foot, the condition is also responsible for other foot ailments and many ills, aches and pains in the human body. Ofttimes the effect of flat-foot has brought on nervous disorder, spinal curvature, knock-knees, pains in the legs, thigh and knee joints, and the most common diagnosis has been rheumatism. Thousands of sufferers, not knowing from where the trouble originates, use internal rheumatic cures, liniments, elastic bandages and even resort to surgical operations for relief. No one thoroughly appreciates what perfect harmony and comfort of the human foot is until incapacitated for walking.

Proper Correction

First of all, nature must be assisted. The princi-

ples of the treatment which lead to a permanent cure of weak, depressed and deformed feet are practically the same, although application varies.

ples of the treatment which lead to a permanent cure of weak, depressed and deformed feet are practically the same, although application varies.

The object is to change the contour of the weakened foot to normal position and tend to bring back its natural function. This is accomplished by properly supporting the body's weight at the arch in a natural, elastic manner, because of the inefficient muscles and ligaments, and until they have quite resumed their natural action and strength necessary to carry the weight put upon them. Should the bones of the arch be lowered, it is evident that the plate applied must have enough shape and strength to replace gradually the depressed bones and articulations to the normal position.

This is especially so when the first symptom of flat-foot occurs, such as tiring, slight aching in the heels or ankles, feverish condition, etc. In the more advanced stage of flat-foot the most that can be expected from mechanical aid or artificial support would be to relieve any extra strain or pressure that is thrown upon it. If the misshapen or deformed foot is to be made more normal only a surgical operation would be of benefit.

Success in overcoming the difficulties depends upon having the proper supporting appliance, giving the right size as to length and width, giving the right pressure and elevation to the individual foot.

To get best results, a careful study of the human foot and its construction is necessary. An examination of each should be made before deciding thereon. Clerks in stores, as well as the proprietors, should secure a specimen of the human skeleton of the foot, and study the movements of each bone. It will enable them to properly demonstrate and explain the need and the action of support in each case. Mild cases require the same conservative application as the aggravated case, and remember, as I have stated above, "An ounce of prevention is worth a pound of cure."

Arch Support Fitting

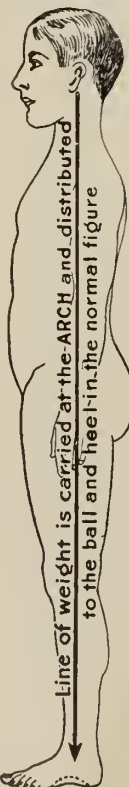
The stocking foot can be accurately and conveniently fitted, so it is only necessary to remove the shoe. Examine the jointed movements as in the ankle, through the instep and arch and the position of the great toe, taking hold of the heel part with the left hand and with the right hand slightly twist or manipulate the forward portion to see if there is any inflammation or extreme sensitiveness in the arch. If so, care must be taken not to cause too much pressure at this portion when fitting the appliance.

Have the patient stand in stocking feet and notice if, when the weight is thrown upon the foot, the arch does not tend to lower itself or slightly rotate inwardly.

Then select the support which you decide for the particular case, taking special care to choose the proper weight support for the weight of the person.

Be careful to get the right length of supporting plate from the heel, forward to a point just back of the ball of the foot. It is best to judge the size of the support according to the size of the shoe, in width as well as in length, although not infrequently the patient with flat-foot may wear a shorter size shoe than would be required by the measurement of the foot, owing to the flattened condition of the arch making it longer from the heel to the ball. Put the supports in the shoes and the patient will no doubt be able to tell whether the length of the plate is proper.

Exercising the muscles of the foot also has a very good effect upon strengthening the muscles and ligaments, and this is best done by standing in bare feet and gradually raising to tip toes to the very limit, then sinking or returning slowly from fifteen to thirty times every morning. Daily massage is of great importance, but should not be used too severely to cause irritation. If this is used lightly, it tends greatly to stimulate the local circulation and strengthens the foot muscles. Allowing cold water from the faucet to flow with full force upon the instep and arch of the foot daily, also has a tendency to bring about circulation and strengthens the tissues. If there is tenderness in the foot and skin, sponging the feet with equal parts of alcohol and cold water will greatly toughen the skin and remove soreness. A little study and experimenting will enable you to get big results and soon have a reputation as a great foot specialist.



Any "Chump" Can Sell Shoes at Cut Rate Prices

It Requires a Salesman However, to Keep a Stock Alive and Fresh—How Should Odds and Ends Be Cleaned Out—An Analysis of Different Methods—Frequent Bargain Cries Destroy Confidence

By JAMES R. BUSHE

A problem that every shoe retailer has to meet is how to avoid loss through the accumulation of stock, how to get rid of odds and ends, and clear out slow selling lines. It is my opinion, after a boot has been in the store two years, at the very outside, it has begun to "eat its head off," so to speak, and is not worth its keep. What is the best method to steer clear of drawbacks through bad stock? Does the special sale pay, and if not, what effective means can be adopted to have only "live" goods on your shelf?

These are questions on which many opinions will be found. Each shoeman may have to solve the problem personally as befits his location, the class of people that he caters to, his method of doing business, the size of his stock, and the number of times that he turns it over. Some of the practices employed are perennial bargain tables, special Friday or Thursday sales, commission or P.M. plan among salespeople, and the premium campaign. The semi-annual reduction sales (usually conducted in the quiet months of January or February, and in July or August), and the disposal of all unsaleables in a lot to some dabbler in jobs or a bankrupt stock promoter, thus getting "rid of all junk at one fell sweep," are other ways.

Frequent Shouts Never Convince

All these plans have merit, and what may prove successful and satisfactory with one man may not do so with another, and therefore it is difficult to lay down any hard and fast regulation. The incessant cry of "sale," "sacrifice," "stock reduction," "going out of business," "fire," "forced payment" and other expedients that have run the gauntlet in days gone by have lost their charm and potency to-day. The yell has been heard so often, and the dodge worked to the limit that other means must be followed. It can be safely assumed that frequent special sales are injurious, and the public have little faith in the broad arguments and sweeping statements presented. The hip, hip hurrah order, the big rallying get-together chorus, the flaring announcement in press and poster, preposterous and extravagant pretensions often fail to score.

Now it may be safely assumed that below cost sales are very rare, and if too many bargains are offered at periodical times people naturally wait until then to purchase their footwear. If they are regular customers they are soon converted and educated into bargain chasers. Once people get the opinion that you are always holding out something marvelous you will not get the patronage of that great and growing class who desire stylish shoes of fit, appearance and durability, and are willing to pay a good figure for a reliable and worthy article in the line of foot covering. The customer who is willing to concede that a shoe retailer has a right to make a fair profit on his goods, who is willing to live himself and let others live, and knows that in this world "something for nothing" is not a paying game, is the best friend of the merchant. The results of such transactions keep the commercial machinery of the present day in motion.

There Is Always Tail to the Kite

The shoeman's business differs from the majority of other merchants in that there is always a dribble, a rag end, a few

pairs that stick and hang, odd sizes and widths, that accumulate in spite of all that can be said and done. A line can rarely be sold out to the last one at regular prices owing to changing styles and season, new lasts and patterns, varied tastes and freakish demands. If I buy a dozen shovels, a score of hammers, a gross of hinges, a barrel of sugar or a hundred pounds of rice, all these commodities may be sold to the last pound, or pair, as the case may be, but with shoes it is a different story, except in a very few staple lines. These things must be taken into consideration in the control, oversight, management and turnover of a stock.

But I am getting away from my subject. I believe, after an experience of nearly a quarter of a century, that it is absolutely necessary for every shoe dealer, no matter how good a buyer he is, or how clever a student of what will sell, to clean up his stock at certain odd periods. A reputable retailer, however, could have so many sales, on various pretexts that his better class of customers would become offended or place no reliance in his methods.

Just how to clean up stocks is, however, a policy for each retailer to figure out for himself. Personally, I am of the opinion that special sales, if honestly and not too frequently conducted, if the truth, and nothing but the truth, is told, consti-

One of the Real "Old Timers"

On the road for thirty-seven years and still at it! That is a record, especially when this long period has been spent in the service

of one house. William A. Griffiths resides in Barrie, and is the son of the late William Griffiths, who was a veteran representative of the W. B. Hamilton Shoe Company of Toronto, which firm began business away back in 1860. The son took after his dad and drove sleigh for him when several towns had to be visited by means of driving. This was the boy's first job after leaving school. He traverses the territory north of Barrie, and he does it thoroughly. His sales have for a number of years mounted over \$100,000 annually. Covering the same territory for the same house for thirty-seven years is a career which is not probably paralleled in the history of shoe salesmanship in Canada. Mr. Griffiths is a great worker. He is always on the job. He is a large shareholder in the firm and owns considerable property. He has few



hobbies, but once upon a time he undertook to raise chickens and purchased an incubator. He started in bravely, but the whole batch of costly eggs went wrong and he gave up the attempt. The accompanying cut shows him in the act of starting out with spring samples in 1896, and gives a fair idea of how road representatives appeared some fifteen or sixteen years ago.

tute a favorable factor in lubricating the machinery of business and keeping things in motion.

Men Are Different to Women

Men are different from women—remem' er this. They are not so much given to bargains and bargain hunting. Keep this fact in mind, and do not cheapen your business through holding too many sensational cut-rate campaigns, no matter what your competitors do. Any chump can sell footwear below cost or at reduced prices, but it requires business ability, salesmanship, aggressiveness and confidence in yourself and your goods to command what they are worth, retain the esteem of your clients and make a fair return upon your investment.

There are many men calling themselves "shoe merchants" today who are not worthy of the title. You can find them in nearly every city and town in Canada. They are of the "has-teen" or "never was" type. Legitimate sales are good, but they are spoiled by this class of dealers who persist in hurrahing too freely about reduced prices. When a shoeman says he is selling goods below cost, below manufacturers' prices, etc., there appears to be something wrong. The best way is to reduce slow lines during the selling season. It is possible for some stores to offer inducements that some others could not. I do not believe in placarding a store after the fire sale idea. A feature of too many special sales which I detest is that some stores use them to bamboozle the public to an almost unlimited extent. Take, for instance, a store I know about which held a tire sale. They were not content with selling shoes that were in the store at the time of the fire, but went out to wholesalers and bought job lines, which were added to the stock. This type of sale is very injudicious, not only to that particular store, but to others. Personally, I would like it if no stores advertised special sales. They are all right for large department stores, as they bring people to the establishment, but for a shoeman to be continually harping on the special sale idea must bring injury. If they are indulged in too freely, all faith that the public has in special sales will be lost.

Public Are Skeptical

The public are skeptical about something for nothing. You have heard of the man who sat at one end of London bridge and offered gold sovereigns for one penny. He sold two in one day. This illustrates how suspicious some people are of the word "bargain." On the other hand, there exists a class of people who are never satisfied with goods at regular prices. They want reductions, and are caught by special sales. These people would rather buy a \$3.50 shoe for \$5 if the salesman told them it was worth the latter figure, and was just giving it to them for \$5, than to purchase it at regular price.

Be Honest, Frank and Fair

When prices of goods are to be reduced some definite, legitimate reason must be advanced for the reduction. Be honest about it. Most shoeists are afraid that if they are honest in pointing out the faults of shoes, or why they do not sell, it would make them unsaleable, whereas if a man or woman is told what is wrong in a frank manner he or she will think a great deal more of your store.

I do not believe in the "Hurrah" business. Many stores are killing the quality of their business by such methods, and are also injuring merchants who desire to use legitimate means. The store that only quotes one price, will sell three times as much as the store which quotes its selling price and what an article was previously worth. Mark all your goods in plain figures, have but one selling price to all, be patient, but firm, on this point, and you will win in the end.

As a general thing, it is the younger clerks who do not treat children with the kindness and courtesy that fosters their confidence.

Place Your Fall Orders Early

"There is one thing that retailers should remember," remarked a prominent shoe salesman this week, "and that is, for fall and winter goods they should place their orders early if they expect deliveries on time. This is no pipe dream as factories have only half the while at their disposal to turn out the stuff that they have with spring orders. The time between now and August and September is short and the early bird is the man who will reap the harvest. The shoe man who will not take the opportunity now to give an order will not need the time to sell his fall goods a few months from now as he will not have them. Factory capabilities are limited and they cannot do the impossible. In connection with spring goods they have seven and eight months to turn out the stuff, but in the matter of fall bookings they have only three and four months. It is not advisable or prudent for the shoe merchant to delay and remark, "Oh, I will see you next time," as that may be too late. Now is the time to place all fall and winter orders to ensure prompt and satisfactory delivery. Any factory or traveler will tell you what I say is correct."

An Evidence of Senseless Slashing

"Shoe men, if they formed local associations, would obviate much misunderstanding and petty jealousies," remarked a retailer doing business in a Western Ontario city of about eleven thousand people, where there are nine exclusive shoe stores, besides others which are carrying footwear as a side line. "The result of senseless price cutting here," he continued, "is that no man in the business is making money. We are cking out a living, and that is about all, and we carry stocks averaging from ten to twenty thousand dollars each. Take the matter of men's overshoes, third quality, which cost us 90 cents. Now, this shoe should bring us at the least \$1.25, but one man immediately after January cut the figure down to 97 cents, another followed down to 96, and a third came out next day and featured them at 92 cents each, just two cents profit on each pair. Then again in children's rubbers (seconds) that were bought for 25 cents, and should have been disposed of at 40 or 45 cents, the same state of affairs prevailed. The price was slashed to 27 cents a pair when the demand was in full blast. How long can a shoe man thrive on such cut-throat methods as I have outlined? The trouble is that one is afraid that another is going to get ahead of him, and thus the iniquitous practice goes on. I have mentioned these two lines merely to show you how senseless and preposterous are the plans adopted by so-called business men in this city to catch a cheap class of trade, and not one of us has had the backbone to stand up against it."

Take His Talk With Mental Reserve

"Prices on many lines of shoes are from five to fifteen cents higher this season than they were last fall, owing to the advancing figures for leather, linings, wages, etc.," remarked a Montreal manufacturer this week. "When any traveler remarks that his prices are no higher than last year and you ask him if the stock is equally as good and the shoe as well made, and he answers 'Yes,' well, all I can say, do not place too much reliance in his goods or confidence in his word. Shoes of the better class, and even many cheaper grades cannot be produced for the same money as a year ago, and the manufacturer make a living profit. We have had to raise our quotations on several lines, and do not deny it. Our travelers do not live on snowballs, and a man who keeps his plant in operation at a loss is a fool. The price of everything has gone up, and it is as well to be candid and frank about this matter. Trying to deceive or hoodwink the retailer is a shifty game, and will only act on the part of those who try it like a boomerang."

NEWSPAPER CUTS FOR RETAILERS

These cuts are used for Spring and Fall Styles, 1912-13
Order as cut is numbered. 50 cents each for Shoe Cuts.



222



210



218



200



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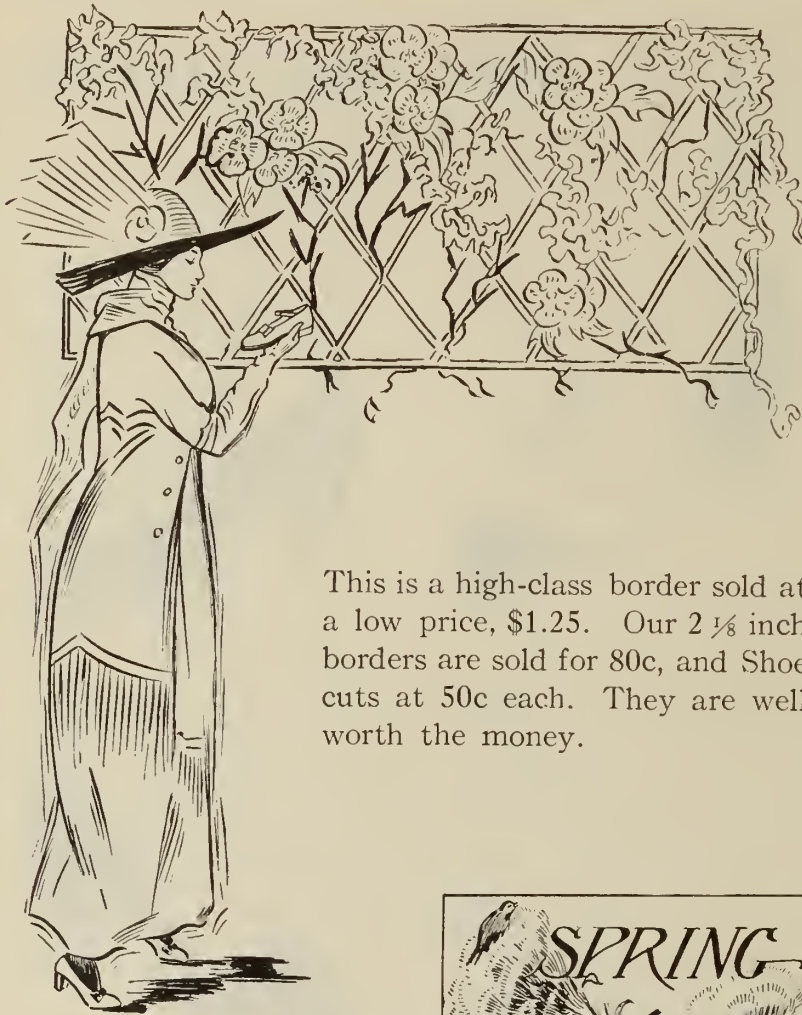


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Address ART DEPARTMENT, SHOE AND LEATHER JOURNAL, Toronto and Montreal

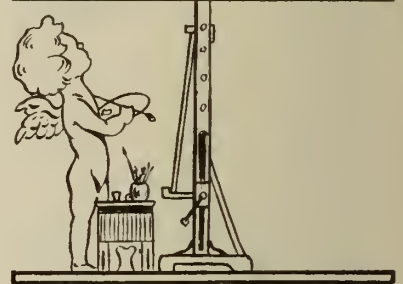


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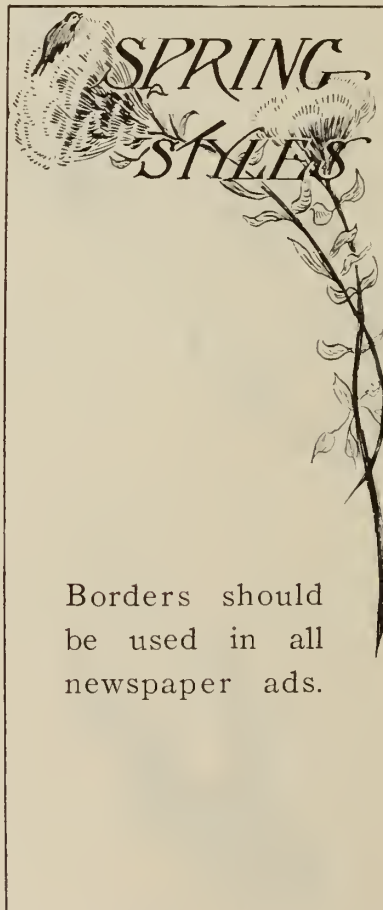
This is a high-class border sold at a low price, \$1.25. Our 2 1/8 inch borders are sold for 80c, and Shoe cuts at 50c each. They are well worth the money.

*SPRING
STYLES*

Borders are mortised, so that the shoe cuts are interchangeable.



No. 602. Price 80c.



Borders should be used in all newspaper ads.

No. 603. Price 80c.



205



211

Address ART DEPARTMENT, SHOE AND LEATHER JOURNAL, Toronto and Montreal

Our Spring and Fall Styles of 1912-13 are ready for your next newspaper ad. ORDER CUTS BY NUMBER



Shoe Cuts 50c each



203

Border No. 604. Price \$1.25



The only shoe cut service in Canada. Get your order in NOW.

PROMPT SHIPMENT OF ALL CUTS ORDERED

No. 600. Price 80c.



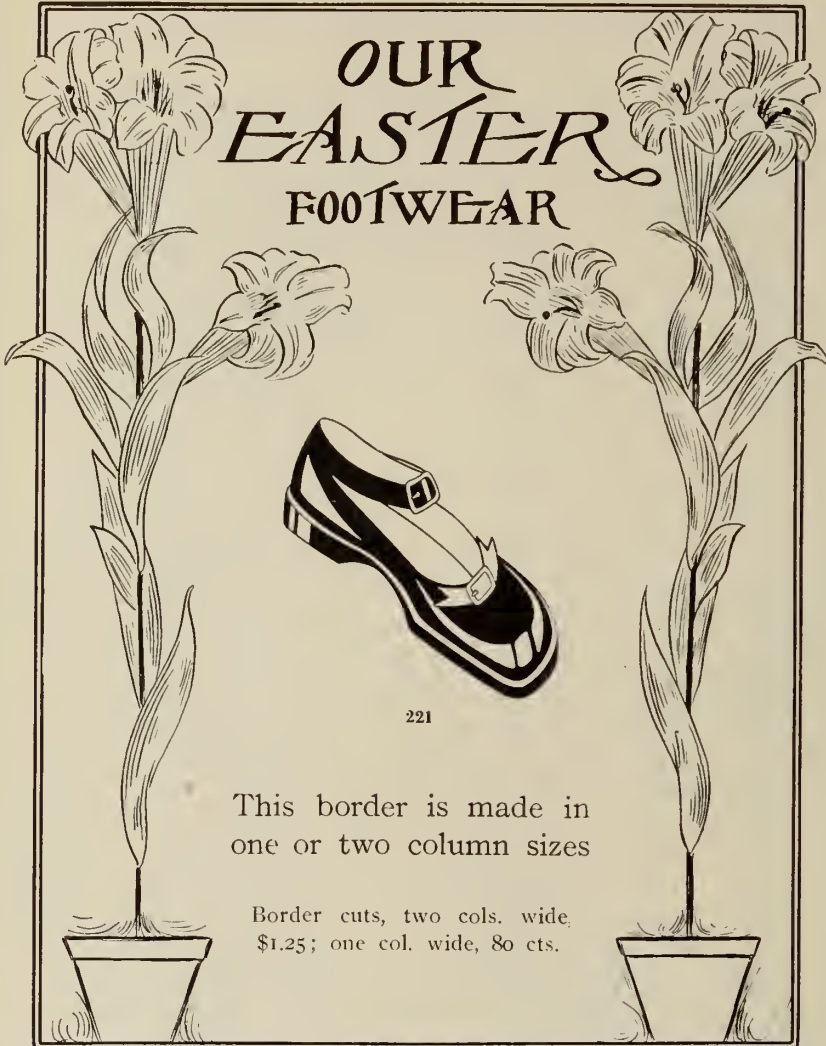
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Preserve this journal. Keeping all subsequent issues as well you will have a good list of newspaper cuts from which to choose.



213

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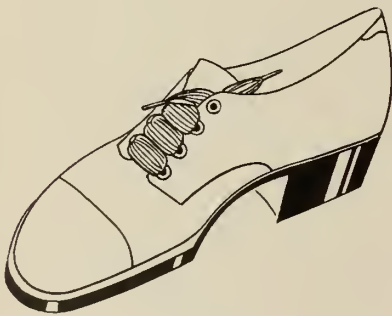


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207

Shoe cuts 50c. each



204



202



206



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220



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From Pins to Peak Caps—and They All Bring Trade

Novel Advertising Schemes of a Chatham Retailer—How He Gathers In the Business of the Artisans—Dealing With the Approbation Practice—One Customer Kept Shoes for Two Months

"Yes, the approbation practice is one that every shoeman has to contend with, it seems, and there appears to be no effective remedy for it. It is not fair to him, as when shoes are carried home, if they are kept, and do not fit, the dealer is blamed for it all, when he has had really no say or decision in the matter," remarked J. L. Campbell, who has been in business in Chatham, Ontario, for sixteen years, and carries a large and representative stock. He sells considerable American footwear, as he contends that on many lines of Canadian goods he cannot get what he needs in the matter of widths.

"However," he remarked, "Canadian manufacturers are waking up, and have made great progress, particularly in men's goods, and there is less and less call for American lines. But, reverting to approbation, let me point out an example to you. Now my books here show that a ladies' lutton boot was taken out of the shop just two months ago, and the pair was returned to me yesterday. What better evidence do you require than this regarding how shoemen are imposed upon. This lady is a good customer, too, but she has kept the boots eight weeks. I am a crank on proper fitting, and think that every retailer should be allowed to suit his customer if at all possible. It is his business, and a satisfied customer, as has often been said, is the best asset."

Mr. Campbell has a store 90 feet deep, 18 wide, and a full-length basement, as well as two stories above, which he uses for reserve stock.

In the matter of repairs he attends to all small jobs, such as tacking a sole or stitching a rip, on the premises, but if new bottoms are required, he generally sends out such work. He does not think that it would pay to employ a shoemaker all the time on the premises. He has a boy whom he is training in operating the stitcher and other machines at the rear of the store.

The Craze for Styles

"Yes, there are too many styles in shoes, particularly in rubbers," remarked Mr. Campbell. "The fact that tan and white rubbers are now being made loads up the shoeman with too many kinds, as he must keep various shapes to fit the different heels and lasts.

"I think that is carrying fads too far. The craze for white goods has resulted in a demand for white rubbers. In the marking of shoes I always endeavor to obtain a fair price, and if I make a particularly good purchase at a special rate, and the shoe is a good looker, that is my own affair. I endeavor to obtain a higher figure for that boot. The public will pay the quotation if the goods have the snap and appearance. A longer profit on them helps to preserve an equilibrium, so to speak, on ranges which have to be sold pretty close."

The Power of Publicity

Mr. Campbell is a strong believer in publicity rightly directed, and employs various means of advertising. One plan was to distribute on the market a small paper of pins with his name and business printed on the paper. He made use of another scheme some time ago, when he scattered court plasters, which were

kept, and eagerly sought after, the package containing several small sheets of different colors. Another plan was to hand out small cards, which read as follows:

"Special free offer! Boys, in order to become better acquainted with you, we are making this free offer. To any boy buying a pair of shoes worth \$2 or upwards, and presenting this card, we will give free of charge a two-bladed, nickel-plated, razor steel knife, worth at least fifty cents. Remember the place, J. L. Campbell, shoe store, 94 King Street West, Chatham, Ontario." The knives were soon run out of, so ready was the response.

None Had To Go Bareheaded

The proprietor thinks that the best plan which he has adopted out of many is the cap scheme. These caps, which come in all sizes, are bought by the thousand, and cost on the average about seven and one-half cents each. They are made of silkoline, suitably lined, and have a generous sized peak. The color is black, and on the front and back in large white letters are the words, "Wear Campbell's shoes." He had a few of these distributed at the various factories, and, of course, the men fortunate enough to secure a suitable light headgear for working in the shop, soon attracted the attention of the others. The result was an application from hundreds for the caps. The mechanics called at the store, and were given caps whatever size desired. Now practically all artisans in the busy industries of Chatham wear during



Interior of Campbell's shoe store, Chatham, Ont.

the hours of labor one of these neat-fitting caps, constantly reminding them of Campbell's shoes.

Mr. Campbell handles all kinds of trunks, traveling bags and suit cases. He considers this a good line and the profit satisfactory. He holds sales twice a year—in the winter and mid-summer—and has bargain tables on which certain odds and ends are cleared out. He says that he does not experience much difficulty in getting rid of slow-selling goods. He has never tried the commission or spiff system of allowing clerks a certain percentage for clearing certain styles. He thinks that, rightly directed, the plan has much to commend it.

First Attract—Then Sell

His store has a fine double plate glass front, and he goes in strongly for effective window displays. "You must attract the attention of a buyer before you can hope to sell him. The impression that you make upon the people with your show windows has much to do with effecting or losing a sale. The store front is one vital part to business. It creates sales, and rightly attended to, is one of the best means known to draw people into your establishment. They become interested through what they see, and once inside, it is your fault if you cannot sell a caller. As an advertising and selling element the store front has a compelling power, but, of course, a front or window display is not everything; it must be backed up by a reliable stock, a progressive policy, an efficient service, polite attention, and earnest co-operation," concluded Mr. Campbell, who is an enthusiast over window adornment.

Some Stray Shots from "Solomon"

Someone has said that the reason for the high cost of living to-day is the cost of high living. We are not satisfied with the food we were accustomed to ten or twenty years ago. Our palate has to be tickled with new fancies and our appetite encouraged with strange culinary concoits. We ape our neighbors, especially our bigger neighbors, and, like the Athenians, are constantly seeking something new in the eating, as well as other lines. We go to the table of some "ruler," eat of his "dainties," and afterwards order up some of the dishes for our own humble board. There is great need of the injunction of the wise man, "Put a knife to thy throat if thou be a man given to appetite." Cut out a lot of this fancy eating, and you will be happier, healthier and richer. There is not really the necessity for the high cost of living that some people think, and there would be an easier market in some lines of eatables if people would be content to let others have them for a while.

HIGH LIVING

Most people are in the moneymaking business, more for the excitement of the game than money itself. Nevertheless, there is a lot of toiling and moiling for gold that leaves men poorer and uglier in heart than a navy or a drain digger. There is a man down the street who has struggled and scraped until he is worth perhaps a quarter of a million, but his eyes have become like hawk's, his mouth as hard as a vulture's, and his fingers like the talons of a bird of prey. "Labor not to be rich." The man who gets his eyes on money stands a poor chance of seeing anything else in the world. It is a Medusa that turns heart and soul to stone. A rich man died the other day and those who were with him say that a knock came to the door. He recognized the voice as that of a man whose note was due. "Let him in," said the dying man faintly, "he has come to pay his note. We might as well take the money while we can." He expired an hour or so later.

MUCK RAKE

True wisdom bows to the wisdom of others. It is only the blatant fool or the conceited ass who thinks his own wisdom the only sort worth considering. "Cease from thine own wisdom." You have begun to be wise when you have learned to listen to what other people have to say. This does not mean that you should chase up every opinion or listen to everyone who has advice to offer. Get it into your head that it is not possible that the last word can be said on any question by any man, no matter how smart he may be. Especially when you have tried out your own ideas and followed your own wisdom with lack of true success, set about discovering where you are wrong and don't be above listening even to a messenger boy when he stands a chance to know anything about a subject you are interested in. Cease from wisdom that is mere pig-headedness.

LISTENING WISDOM

Shun the company of the man who has the "evil eye." There are men who seldom have a clean, wholesome thought about anything or anybody. When they do a favor it is with the object of some secret advantage to be gained. "Eat and drink, he saith to thee, but his heart is not with thee." He is after the main chance first, last and always. A man like this pollutes the very atmosphere in which he lives, and destroys in those who run with him the divine spark of unselfishness that separates

EVIL EYE

man from the demons. "Eat not thou the bread of him that hath an evil eye." Don't have fellowship with the man who proclaims the doctrine, "The greatest good to the greatest number, and the greatest is number one." He will get you at last.

Respect for the rights of others is one of the oldest and best of the common laws of humanity, and the man who breaks it is an enemy of society, out and out. Men seem to be willing to do anything to get around the law, and things are done along this line sometimes that narrowly miss the lock-step. Human selfishness given its fling will stop at nothing short of the chain gang or gallows. "Remove not the old landmark and enter not into the fields of the fatherless." Beware of sneaking your way into unjust gain and taking advantage of the defenceless. "For their Redeemer is mighty and shall plead their cause with thee." You will have to reckon on God at the other end.

OLD LANDMARKS

To-day more than ever men need the warning, "Let not thine heart envy sinners." It does look often as though crookedness and oppression counted, while truth and unselfishness simply played into their hands. There is a tendency amongst the younger generation to look upon those who amass wealth or attain position through modern "aggressive" business methods, as examples of the commercially heroic, and it takes a goodly amount of "sand" to keep a fellow content with the slower and more trying methods of succeeding in business; but let us remember that there is something infinitely better than mere money-getting. The man who does not accumulate character with his money has "missed the mark" in life, let him count his gains in millions if he will.

BUY IT

Make all you can, but take care that in the making of money you are not unmaking yourself. "Buy the truth and sell it not." One grain of truth is worth a ton of gold. One atom of character is worth all the money you can throw into the other side of the scales. There are men who have not a dollar beyond their daily needs who rank in the community as princes; there are men who write their cheques in four or five figures, who haven't enough soul to put into a black fly. How much truth have you accumulated in your brief experience? This is more important than the question, how much money have you invested in stocks and bonds? Truth is the specie that counts at the other end of the line. Sell it not.

Those fellows that you are fond of supping, dining and drinking with will never be any use to you. They hinder you now making of yourself what you ought, and when the time comes that you need them or someone else they will not come within forty yards of you. It is all right to be sociable and friendly, but the man who spends much of his time enjoying himself and helping his friends to a good time will wind up at the small end of the horn. "Be not among wine bibbers; among riotous eaters of flesh." If you have been in the habit of running with those who think of life as one long joy ride, cut it out. If you don't you will get to a part of the road where there is no turning and where the riding is not as full of pleasure as it seemed to be at the beginning.

JOY RIDING

Business Man Is Dead Who Cannot Be Taught

What Canadian Credit Men's Association Is Accomplishing—Legislative Progress and Work of the Organization Across the Line—Good Effect of Bulk Sales Act—Co-operation Needed

"The broad-gauge man is the one who is doing business to-day, and making progress. The narrow-gauge fellow is the one who is standing still, and if he is standing still he is going backwards.

"It pays to be open and above board, honest and frank. Give a square deal, and you will get one in return. If you don't you won't.

"That business man is dead who cannot learn from another. Co-operation is the spirit of the day, and the merchant who will not give and take is better dead; for he is dead already.

"You cannot legislate a dishonest heart into an honest one, but you can by legislation curb his nefarious work."

Such were some of the timely and pertinent observations of Alfred H. Burt, of Buffalo, in a "Plain Business Talk from a Plain Business Man" before the Ontario section of the Canadian Credit Men's Association at the last regular gathering in Toronto.

Secretary L. J. Ball reported that the Ontario division, which was organized three months ago with ninety-five members, to-day had a membership of 142, and was growing rapidly. Mr. Burt is the president of the National Candy Company, of Buffalo, and for five successive years was president of the Buffalo Credit Men's Association.

He said that the Credit Men's Association stood for legis-

lative and educative work. The association was first organized in Toledo, Ohio, in June, 1896, and would hold their annual gathering in Boston this year. To-day there were associations in seventy-eight cities in the United States, with over fifteen thousand members. The convention last year was referred to by the press as "The greatest organization of business men ever assembled in the United States representing all lines of industry." When seven or eight thousand, representing the best interests of the largest firms in all branches of commerce got together, no organization on this continent wielded as much influence through its affiliated associations. When better credit conditions were aimed at they were promoting commerce and trade of the country.

Working of Bulk Sales Act

Mr. Burt briefly sketched what had been accomplished in this direction. A national bankruptcy law has been adopted by Congress whereas various laws in different states had prevailed before the passing of this measure. In both voluntary and involuntary assignments there were now no preferences under the bankruptcy law. Through the National Association the Bulk Sales Act had been passed, which had overcome much fraud and losses. Now if John Jones wanted to sell out to Jim Smith, John Jones must furnish Jim Smith and all Jones' creditors, five days in advance of the intended transfer, with a full list of all

A PLEASING PICTURE OF SPRING STYLES



A distinctive and effective display made by Geo. G. Gales & Co., Montreal.

his creditors, and the amount due each. These "skip-by-light-of-the-moon" transactions were thus prevented. The buyer was made responsible, as well as the seller, and, if this provision was not complied with, both could be held on the charge of fraud.

Then there was the fictitious name law such as a business being done under the title of the "Palace of Fashion," "The Up-to-date Shoe Store," etc. Jones and Smith might formerly be doing business under the name of the "Palace of Fashion," and both be responsible parties according to the commercial agencies' reports. Matters might go well for a time, but should a reverse come, Jones and Smith might quietly get out, and the creditors wake up some morning to find that the "Palace of Fashion," to whom they had extended credit, was in the hands of worthless and deceitful parties. Now, under the law, the names of the persons trading under fictitious names such as the one spoken of, had to be filed with the county clerk, their financial standing, etc. If a change took place, the names of the purchasers, their rating and other details, had to be first filed, so that creditors got a straight and direct line on those behind the enterprise.

Cannot Go Through on Appearance

Another useful measure was the false statement law. The man who picks your pocket is a thief, and can be convicted, and under the false statement law, he who robs you of your goods by means of a fraudulent financial record was regarded in the same light. Other measures of much benefit and protection were the filing of chattel mortgages, bills of sales and a record of goods bought on the instalment plan, such as shop fixtures and fittings, showcases, scales and general mercantile equipment. A merchant who might in other days have made a favorable showing, and on appearances and surroundings be given a line of credit, could do so no longer, as all particulars of fixtures, etc., bought on the instalment plan had to be filed with the county clerk. Wholesalers knew that a man who had bought his shop equipment on the instalment idea was not in as favorable a position financially as he would lead travelers to suppose.

Helping Retailer Means Something

Another law of importance in New York State was the Garnishee Act. If Robinson ran up a bill with a grocer, dry goods, or boot and shoe merchant, and then left him without paying his account, and went to another merchant and did the same thing, and so on until he completed the circuit, recourse could be had. Any retailer could sue, and if the debtor was earning twelve dollars a week or over, the court could order that he pay ten per cent. of his weekly wages toward the wiping out of the bills that he had contracted and sought to escape.

The Credit Men's Association has been instrumental in having this act passed in the interest of the retailer, as they believed that in assisting the retailer to collect his accounts, they were benefiting themselves, as then the wholesaler could secure payment of his claims. "In case a dishonest man gets into financial difficulties, but is paying your bills all right, you fancy that he is doing it on the score of personal friendship. Beware!" said the speaker, "he is probably doing so for a purpose, and only awaiting an opening. When the proper time comes, he will sting you too. I know whereof I speak, for I have suffered from this kind of a crook. No broad-gauge business man working for better conditions should refuse to give ledger information to another under the working of the Association."

Mr. Burt spoke highly of the good being done by the Credit Men's Association in Western Canada, and favored the work they were carrying on along insurance lines, especially in the matter of appointing an insurance adjuster.

Leading Houses All Belong

Secretary Ball said that it had been reported that many of the leading houses in Western Canada did not belong to the Credit Men's Association, and that the dry goods merchants and the boot and shoe jobbers were not identified with it. This was not the case, as from the Great Lakes right through to the

Rocky Mountains they were all members of the Canadian Credit Men's Association. Another criticism that he heard leveled against the association was, "Oh, you ask me to tell my competitors how much I am selling Mr. So-and-so, what business I am doing with him, and all inside facts." This was a narrow view to take, as generally competitors had a fair idea who was behind certain men, and how much he was buying from others in the same line. One branch of wholesale trade, of which there were four members, had an association of their own in exchanging reports. Many merchants carried more than one line, and such an arrangement was not effective, as other houses were catering to the same man. These jobbers were not getting the general information that would be of most benefit to them. Of



An effective window card for Easter decorations.

course the clearings (trade reports) could be sent separately to such men, but it was much better that they should have the complete information, especially as many merchants dealt in various lines. Even tobacconists were to-day carrying sundries.

Rendering a Good Service

It was service that the Association was seeking to render, and not to make money or profit. He was certain that the work as it developed along the lines laid down would be better understood and appreciated. It was a disadvantage to have the clearings confined to one single line. The full ledger reports were much better and of greater value and protection to the members and the man who would not furnish them in confidence was not acting in the best interests of himself or others.

A BIG DOLLAR'S WORTH

It is with a good deal of pleasure I loosen my grasp of a lone dollar for your valuable journal for another year. I don't think I get anything like the value for any other dollar I spend in my business.

Sincerely yours,

ROWLAND HILL.

London, March 19th, 1912.

Starting in Shoe Business With \$1,000

(Continued from page 37)

Women's high-cut shoes, all styles.....	250.00
Women's low-cuts, pumps, slippers, etc.....	300.00
Little gents'	25.00
Youths', 11 to 13	40.00
Boys', 1 to 5	100.00
Men's high-cuts	335.00
Men's low-cuts	125.00
Men's work shoes	35.00

\$1,600.00

It would extend this article too long if the writer should attempt to show just how each of these amounts should be subdivided, but to demonstrate how good an assortment can be secured at these figures, let us take one item, say, men's shoes.

Men's sizes range from 6 to 10, sometimes to 11. A man with a limited stock cannot afford to carry a lot of out sizes. In buying he can make his assortment much better and larger for ordinary purposes by leaving out some sizes in certain lines. It is not necessary, it is not good policy, it is not good judgment to buy a dozen when nine, ten or eleven pairs will give equally as good an assortment of sizes. Every pair not absolutely required to make the assortment complete is dead stock.

In the table prepared it will be found that in 145 pairs of shoes there are twenty-three distinct styles and kinds represented. At a glance it will easily be seen that there are ample sizes to suit and fit most customers. A business in special pairs may have to be done, and the merchant stand the express charges. This will prove his loss, but it is far better for him to make but little on a pair of shoes than to lose the sale of them and the customer as well.

See Banker and One Wholesaler

F. A. Robinson (with F. R. MacMillan & Co.,)
Saskatoon, Sask.

In writing on this subject, I am ready to back up my remarks with actual experience of a score of years.

Let us first look up a location. We can hardly set any given amount for rents, because it varies so much in different places, but with the exception of booming western towns or large cities, the rent should be kept down to \$600 per year, or even as low as \$350. In any case, have a good location, even at an expense of \$100 per year more. The logic, if you want to catch fish you must go where the fish are, holds good in the shoe trade. Have some distinguishing feature about the store that will make it known from all the others. For instance, if your neighbors' fronts on both sides of you are painted the usual dark shades so common in business fronts, paint your front white, and keep it white. One coat each year will keep it fresh and clean. You can have the interior clean and attractive, with very little expense. Some good chairs and suitable tables, a screen or two and fitting stands, according to the number of salesmen employed. Other things can be added when profits will justify.

Do not oil your floor to keep the dust down. Scrub and keep it clean, and the dust will not bother you. Nothing you can do will add so much to the appearance of your establishment as a clean floor. Oiling makes it dark, and affects the whole place. Soap and water are cheap, and you can supply the labor once a week, after you close. An hour at most will do it.

Next have a confidential chat with your banker. Most bank managers are men worthy of your confidence, or they would not be in that position. Tell him how much you have, outline your policy, and keep nothing back. There is no one so foolish as the man who attempts to deceive his banker. The line of credit you will get as time goes on will depend on your own merit very largely. Do not abuse your credit. Treat it as almost sacred.

The next best thing to ready money is good credit. Do not try to dodge your banker if you cannot meet your obligations; tell him straight, because it is right, and pays.

Now, having settled the store problem, and seen the banker, let us turn our attention to the stock. On such a small capital the greatest care must be exercised, or serious trouble will come before your business can celebrate a birthday. Pick out a first-class jobbing house, and write or phone if you live near enough, for an appointment with the proprietor. Here, again, be perfectly frank and honest. Tell him how much you are putting into the business, and outline local conditions. It is quite likely he will discount some of your calculations, and set aside some of your fondest hopes, but you can well afford to suffer these things, for you are getting the very essence of his experience. This man has probably dealt with hundreds of cases just like yours, and can point out every rock and shoal. If you will really take your chosen jobber into your confidence and make yourself worthy of his, I know of no surer way to spell success. You may ask, Why select a jobber instead of a manufacturer? The reason is simple. Because of your very limited capital you cannot have more than one account and play safe. There is no manufacturer from whom you can get all your supplies for a whole year's trade. From a good jobber you can buy everything, and at closer prices than you could command had you ten times the capital. Then again you get the best of maybe fifty or sixty factories, selected by men who know. These again are examined and discussed, one by one, by the firm's travelers, and by the time the samples are ready for the road, I venture to say, you have more good sellers and a better representation of the season's needs than you could possibly get from any five manufacturing houses.

Your interests are now mutual, and even though you know quite a lot about shoes, you can afford to be guided by your jobbing house as to what lines will be safe and what will not. Their men have been over the country, and they know what sold. Do all the thinking you like, but you may bank on it, the wholesale man would not load you if he could.

There is another side of very great significance in dealing with one house, and that is your financing. Your capital will go much further with one than spread out over half a dozen. If trade is ever so quiet and you owe just one house, you can always pay a fair amount, and there is no uneasiness; but say you owe a half dozen houses, and trade is slow, if you are not grey-headed to start with, you soon will be. In cases like the latter very few even weather the storm unless some one house will take hold of them and carry them while they get clear of some of the others, but, even if you are so fortunate, you have lost both time and money. For your sure financial safety and peace of mind "Get all your eggs into one basket," so to speak.

No stated amount can be given as to what credit you will receive from your banker and your jobber. I should say, however, that your banker would give you from \$200 to \$300, and your jobber will probably give you \$500. Use the wholesale credit, but keep any your banker gives you in reserve until your business is actually running, and even then do not use your credit until you must. By so doing you will keep your business well in hand, and your jobber will appreciate the fact that his account is your only liability.

Now about buying the stock. I would say that you buy \$1,400 or thereabouts. Pay \$900 in cash and take the discount, which will be two per cent. To some this may not seem very large, but let me remind you that it is on 60-day terms, equal to 1 per cent. per month, or 12 per cent. per annum, an item not to be despised. This first discount will buy you some window fixtures or pay the freight on your opening order. Possibly your stock will not look very large. Never mind. If it is well selected and saleable the size will not matter. Figure out how many pairs your shelving will hold, then when you have finished buying, see what space will be still unfilled, and buy empty

I should say start early in the spring by all means, as you cartons for the balance.

can carry on business with less expensive stock than beginning in the fall. Felt stock may be left out altogether, and \$50 or \$75 worth of fine over rubbers with sorting will let you do a nice trade. If there is lots of snow buy freely, if not, buy sparingly. By starting in the spring you should be in a position to command a larger line of credit by fall, when your stock will need to be large, because of fall and winter lines added.

Your locality will determine what proportions you should have in your men's, women's and children's shoes. I would say put in \$500 men's, \$400 women's and \$200 misses' and children's, \$100 for boys, youths and little gents, and \$75 for rubbers. You will need laces, polish, findings and shoe store accessories that will use up most of the balance of the \$1,400. If you have not run the limit of your credit I would put \$50 to \$100 in trunks and bags. These are ready sellers if well shown, and make a good appearance in your store, particularly when your stock is small and you want it to look bulky. These again you can generally buy through your jobber.

You are ready for home and have \$100 left, and the credit your banker may give you is still to the good. With this \$100 you can pay the first month's rent and any expense in painting and cleaning up.

Last, but not least, *Advertise*. You can well afford to make a dark brown study of this. Avoid all programme, score card and such schemes. Put your money into good newspaper space. Do not write such matter as may be discounted as "trade talk," but give good straightforward talk such as your store and stock can back up, and be sure you *back it up*. Take a small space in a good position and use it well, and your money will bring results. Your best and cheapest advertising, however, is your window. See that it is always clean and bright.

This is as far, perhaps, as our subject, "How I would start a shoe store on \$1,000," takes us, but I would like to add a few words of warning that you might pin in your hat.

Do not, for at least a year, let another house sell you goods, no matter what terms or dating you are offered. You cannot afford to play with your credit, and always keep in mind what you told your banker and your jobber. No offer is sufficient inducement to break these confidences.

Sell your goods for cash, or do not sell. You cannot afford to take any chances, and people wanting credit are very plausible and easy to sell, but getting the money when you want it is not so easy. Be firm on this point. Goods on the shelf will appeal to your banker better than doubtful accounts.

Do not allow shoes out on approbation. They never come back in as good condition, and while these shoes were out you probably lost a sale, and worse still, a customer.

Do not sacrifice your dignity. No matter how discourteously you are treated, be a gentleman. If you must resent, do it coolly and in a dignified way. Nothing is gained by going "up in the air." Do not grovel for a dollar. Do not break a promise with a customer on any account. This gets to be easy with some men, and differs but little from deliberate falsehood.

Do not feel hurt all day because a customer gave you a throw-down. When the customer is gone, forget all but the lesson.

Do not be afraid to sort up by express, even if it costs more than freight. It will save you many a sale and many a customer, and by so doing you can have a larger turnover on a smaller stock.

Get the Men's Town Trade

By Jessie Cumming (with H. L. Harrison), Fergus, Ont.

Hearing of a little town of 800 people, with a good opening for a shoe business, I have decided to invest my \$1,000 in stock. There is a good farm country round this little place, and one general store carries boots and shoes.

Never having had a shoe store in this community, the people have been buying at this general store, and for this reason I have

bought women's, misses' and boys' in 9-pair lots, as they (country women) will still do a little trading, but in men's lines I have bought in 12-pair lots, as I expect to get the men's town trade.

There is no local paper in this town, so I have invested \$2.50 in 800 hand bills, which I shall distribute in the place and in farmers' wagons; the other \$2 I shall use in writing postal cards, as this is a good means of drawing trade.

I shall only have one show window, so my \$5 will be spent in several kinds of floor coverings and curtains, which I shall use to good advantage.

My surplus in the bank is not a large one, but I expect by giving a statement of the business, I will secure a line of credit which, if I need later, I can invest in more stock, but I hope to work up a good business with the amount I have invested, as by careful management and attention to business I believe that I will be successful in my venture.

Here is what I would buy on a cash capital of \$1,000:—

MEN'S.	
24 pairs patent (2 styles), \$2.40	\$ 57.60
12 pairs calf, \$2.40	28.80
12 pairs calf, \$2.00	24.00
24 pairs dongola (2 styles), \$2	48.00
12 pairs buff, \$1.25	15.00
12 pairs box kip, \$1.50	18.00
12 pairs split, \$1.20	14.40
12 pairs grain, \$1.60	19.20
12 pairs English kip, \$2.00	24.00
6 pairs long 12-inch boots, \$2.50	15.00
12 pairs leggings, \$1	12.00
12 pairs tan oxfords, \$2.50	30.00
12 pairs patent oxfords, \$2.75	33.00
12 pairs gun metal, \$2.50	30.00
25 pairs light rubbers	16.00
	\$385.00

WOMEN'S.	
9 pairs patent, \$2.25	\$ 20.25
9 pairs patent, \$2.00	18.00
9 pairs gun metal, \$2.25	20.25
9 pairs vici kid, \$2.25	20.25
9 pairs dongola, \$1.55	13.95
9 pairs dongola, \$2.00	18.00
9 pairs patent oxfords, \$1.75	15.75
9 pairs kid oxfords, \$1.25	11.25
9 pairs tan oxfords, \$1.60	14.40
9 pairs patent pumps, \$1.75	15.75
9 pairs kid strap, \$1.25	11.25
9 pairs grain oxfords, \$1.10	9.90
9 pairs grain balmoral, \$1.20	10.80
9 pairs split balmoral, \$1.00	9.00
9 pairs old ladies' balmoral, \$1.00	9.00
24 pairs house slippers, 50c	12.00
25 pairs light rubbers	12.50
	\$242.30

MISSSES', 11—2.	
9 pairs blucher calf, \$1.25	\$ 11.25
9 pairs blucher dongola, \$1.00	9.00
9 pairs patent, \$1.60	14.40
9 pairs split, 80c	7.20
9 pairs grain, \$1.00	9.00
9 pairs patent strap, \$1.25	11.25
9 pairs tan strap, \$1.20	10.80
12 pairs rubbers, 40c	4.80
9 pairs kid oxfords, \$1.00	9.00
	\$ 85.70

Boys', 1—5.	
9 pairs patent blucher, \$2.00	\$ 18.00
9 pairs calf blucher, \$1.75	15.75

9 pairs dongola, \$1.35	13.15
9 pairs grain, \$1.20	10.80
9 pairs split, \$1.00	9.00
	\$ 66.70

YOUTHS', 11-1.

9 pairs dongola, \$1.00	\$ 9.00
9 pairs calf, \$1.25	11.25
9 pairs grain, \$1.00	9.00
9 pairs patent, \$1.30	11.70

\$ 40.95

LITTLE GENTS' AND CHILDS', 8-10½.

9 pairs dongola, 90c	\$ 8.10
9 pairs calf, \$1.10	9.90
9 pairs grain, 90c	8.10
9 pairs dongola, 90c	8.10
9 pairs B. calf, \$1.00	9.00
9 pairs split, 70c	6.30
9 pairs patent, \$1.10	9.90
12 pairs rubbers, 35c	4.20

\$63.60

INFANTS', 2-7.

9 pairs dongola, 60c	\$ 5.40
9 pairs patent, 85c	7.65
9 pairs tan, 85c	7.65
9 pairs light calf, 85c	7.65
3 dozen soft soles	6.00
12 pairs rubbers, 25c	3.00

\$ 37.35

Total investment in stock

\$946.60

EXPENSES.

Rent	\$ 10.00
Insurance	12.00
Light	1.00
Seat and rug	7.00
Fuel	2.00
Window trim	5.00
School boy	6.00
Advertising	4.50

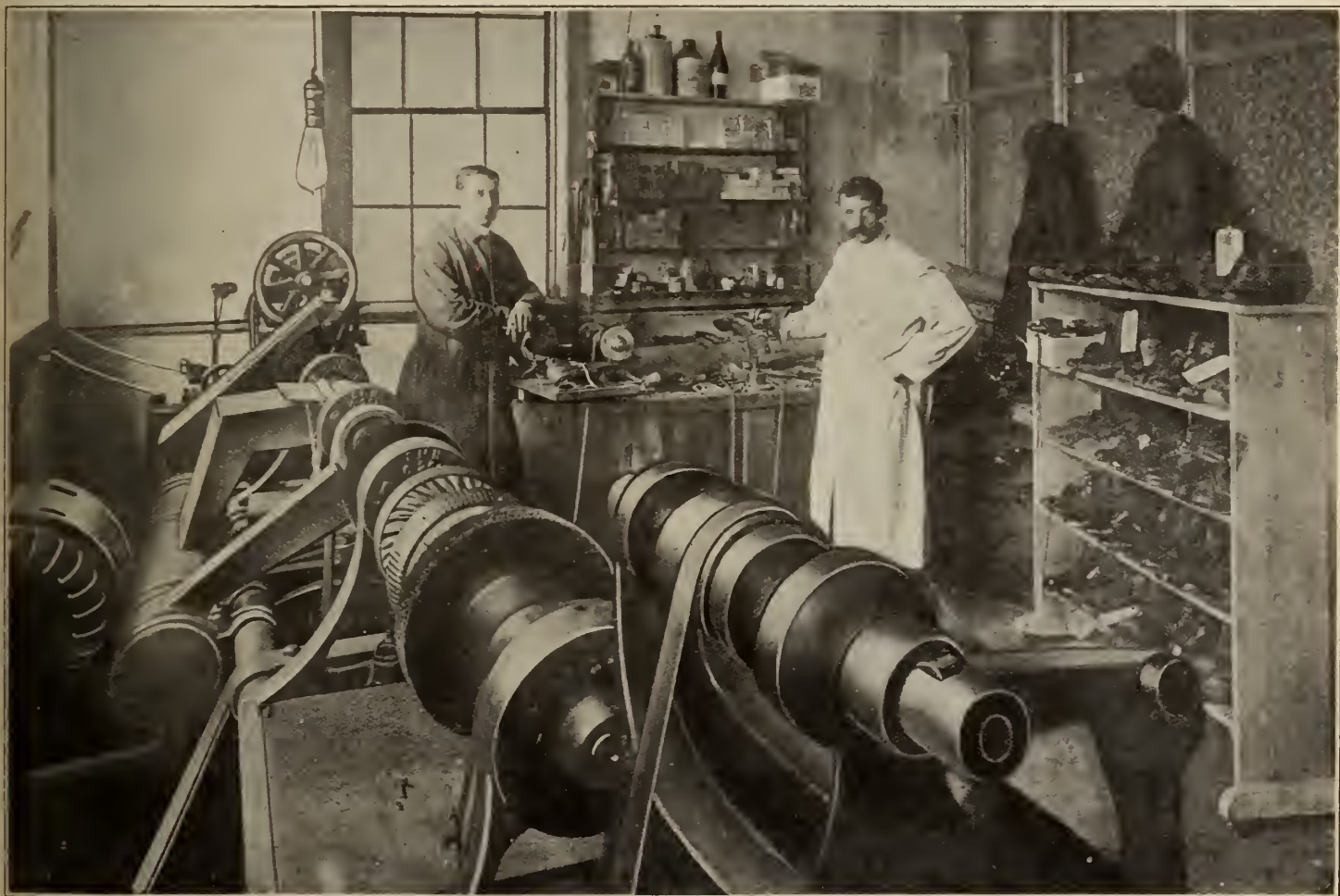
\$ 47.50

Discount for cash, say

20.00

Balance in bank

25.90



The foregoing is a picture of the complete Goodyear repair department of A. E. Cudmore, 952 Gerrard Street East, Toronto, which was recently installed by him. The repairer on the right is John Harrison, and his assistant is Albert Chadwick, who has since been managing Mr. Cudmore's branch store at 320 Danforth Avenue. The repair outfit consists of a stitcher, edge trimmer and grinder, bottom, shank and finishing rolls, heel breasting, scouring wheel, bottom, shank and heel-finishing brushes,

heel scouring and bottom buffing rolls, and a Cortell edge setter. Mr. Cudmore this week sold his Gerrard Street shoe business to William Howarth, who has for some years been identified with F. J. Weston & Sons, Toronto, as a bookkeeper. Mr. Howarth takes possession in a few days, and will add a full line of traveling goods to the stock. Mr. Cudmore will devote his attention to his store at 320 Danforth Avenue, where a good trade is being developed.

A General Review of Fall and Winter Shoe Styles

Medium and Drop Toes Are Likely to Replace the Extreme Ones—Buttons for Women Exceptionally Strong—Tops are Cut Higher—Many Fabrics are Seen—Tendency to Lower Heels

Perhaps it might be very timely at this juncture to sum up the general features most worthy of note in the new fall styles, as seen by the SHOE AND LEATHER JOURNAL representatives in many visits to factories in the main shoemaking centres. These are as follows:

Features in Toes

High toes still have the call, but not exclusively so. In fact, it might be safer to state that a noticeable reaction in favor of the medium toe has taken place. And among the extreme high toes, few examples of the freak variety, such as the sharp-nosed



The new receding toe on the "City" last, by Cook-Fitzgerald Co.

"rhinoceros" upturn, will be seen. It is doubtful if in any part of Canada high toes in all their glory are seen in so many different forms and styles, as in the province of Quebec, where the French element of the population, especially the young men, have demanded them almost to the exclusion of other styles. Elsewhere in Canada, although popular, they have not had quite so wide a vogue. Of course, there is a basic reason for the popularity of this style. With the high toe usually goes the high heel—in fact, this is nearly always the case—and the high heel fits in much better with the turned-up cuff at the bottom of the trousers, that is so much worn by the young men of today. Hence, while there are young men of "sporty" tendencies, the high toe high heel effect will not pass entirely.

The medium toe will be much seen, especially in women's shoes, which have never gone in as much for the extreme high toe. They did not seem to look very "chic" for ladies' wear, possibly because high toes tend to get higher with wear, and because the *average* women's last is not of the right proportion to show a neat appearing shoe when the high toe is used.

On both men's and women's shoes, especially on the former, the so-called "custom toe" is considerably in evidence. As yet, it is not so popular as the high toe, but it is a sure "comer." And there are many examples of the flat, round, comfortable-looking toe for the person preferring comfort to style. Nevertheless, these shoes are very stylish withal, and will be strong sellers with a certain class.

Leaders in Women's Shoes

Button boots are vastly in the majority. In spite of all

that manufacturer or retailer can advise the public about the superior fit of the laced over the button boot, especially after a short period of wear, the demand for buttons will not down; in fact, it is on the increase, especially in women's lines. Some manufacturers are going to find themselves short on these lines, through inability to gauge the demand. And retailers will do well to heed the dictates of Dame Fashion in this regard. The pendulum will not swing back to laced boots this season, although many of these latter will be worn.

Another thing worthy of note is the high tops. They run from 14 to 16, 18 and even 20 buttons. The *standard* height in women's shoes is about seven inches, in place of about six inches a year ago. And slanting tops with the slant upward to the front, are quite frequent. We would say to the retailer in this connection—beware the slant upward to the back. Such a boot is very often a poor fitter, due to the peculiar conformation of the back of the leg where the swell of the muscles is. If a straight top be not bought, better stick to the boot with the upward slant to the front, which is easy to fit.

Fabric Tops Numerous

This applies not only to the gaiter boots already mentioned, but also to many other styles. And these fabrics vary from whipcord to satin finish, with the former predominating.

White Nubuck will also be worn a great deal. In buying this line, the retailer should assure himself of the quality of the leather used therein, as there is Nubuck and Nubuck. Some will stand washing frequently, are made to, in fact; others look badly dilapidated after a slight wash. Imperial, or fawn colored



Gun metal seamless bal. on New York last, by The Hart Boot and Shoe Co.

Nubuck boots, will be also somewhat worn, although they do not wash quite so readily as the white leather.

With the flatter, round and custom toes, a lower walking heel is in evidence. One and a half inches is about the correct height. Of course, with higher toes, the high heels are in evidence. Vamps will be short, practically unchanged from spring styles; edges will be medium in width, and a great deal of rope stitching will be in evidence. Toe caps will run to plain effects.

In street wear for inclement weather lace boots will be

more in evidence than is the case for inside wear. High tops and heavy viscolized soles will be much worn.

What's Doing in Men's Lines

Buttons again. Already many retailers are beginning to make things uncomfortable for manufacturers who are holding back on *spring delivery* of button boots. The latter hardly expected such a spring demand, and it will be just as great for fall. This fact is worthy of special mention.

The receding custom toe is also in evidence, but it will not displace medium or high toes from the pinnacle of popularity for fall wear. The advent of this custom shoe, however, has made itself felt in the almost complete absence of "gingerbread" effects in perforation or stitching. Plainness is apparent almost everywhere. Every retailer can stock a fair amount of these custom-effect shoes, with the assurance that they are gradually "coming in" again. For this reason, the bal. is gaining in favor. Bals' go better with the custom effect. Fewer bluchers will be worn. Also heels are lower; many are only one inch in height on custom shoes, and some are of the flange variety—certainly a big departure from military heels.

Edges are of medium width, except in heavy fall viscolized sole boots, where they are wide. Vamps are fairly short, except in the longer, narrower toe shoes, that are slightly in evidence.

The Popular Leathers

For both men's and women's footwear, tans will be popular for fall—more so than was expected. Patent leather will, of course, be used as usual for strictly dress shoes, and will be very strong. Gunmetal is also popular. Velours calf and patent kid will be strong; even dongola kid will be more popular than for a long time past for better priced shoes.

Shoes for the Young People

The majority of the ranges for the younger set, including growing boys' and girls', misses' and infants' footwear, show fairly staple lines. The greatest advance is in the new styles for young misses and growing boys. These follow more closely the adult styles, and hence depart more than other lines from staple styles. Fabric tops with moderate toes and heels will be strong, and the same leathers as in the case of men's and women's lines will be very popular.

No Style Absolutely Certain

No one can predict the extent of the vogue of any of the particular styles or tendencies that have been discussed here. It is pretty much like a horse race—they all start at scratch, but they don't all get there; some "break" before the first turn is reached, and fall by the wayside. So it is with shoe styles, and all that any discussion such as this can do is to give the retailer some hints, that his own knowledge of trade conditions and his common sense can use to advantage. If he does not study his own local conditions very carefully and draw upon his past experience for help, he will likely "fall down" in buying. It is well to remember in all buying that new and novel styles always bulk large and force themselves upon the attention of the retail buyer to a greater degree than their real value warrants. Therefore, do not lose sight of the tried and true conservative lines when doing fall buying.

What Manufacturers are Showing

The Slater Shoe Company, Montreal, are showing a choice line of heavy goods for prospectors, miners, explorers, etc.; also a complete line of waterproof boots with viscolized soles, for fall city wear. A great many new lines are in evidence for high class town wear. One especially fine shoe is a patent colt with medium high heel and toe and swing sole; also a gunmetal panel cut blucher with high swinging toe and high heel. Several high-priced gunmetal or patent leather samples, custom effect,

with receding toe, are shown. These come in button, blucher or bal. Many handsome, flat, round toe lasts are also in evidence in all leathers. In women's lines staple shoes, both lace and button, are presented, as this company do not specialize particularly on women's lines. Deliveries are being made *on time* in every case, it is stated.

Tans Are Very Strong

W. A. Marsh Co., Quebec, report that buttons are in great favor for women, and possess a fair measure of favor with men. Tans were never stronger than they are to-day, while gunmetal and velours calf are popular leathers. Patent productions, however, are not in quite so active requisition. The company are featuring some new lasts for men and women of the high toe type. They are showing for fall a number of shoes for winter wear, in waterproof leathers, for both men and women, with viscolized bottoms, as well as rubber soles and heels. Another line which promises to prove a lively seller is felt soles. These productions are taking immensely well in the province of Quebec



The diamond embedded pumps, worn by Mrs. C. H. Anthony of Muncie, Ind. Her bejeweled footwear has proven a revelation in Washington and New York society.

for fall and winter wear. Many ranges for fall are leather-lined and have slip and double soles. The firm believe that bals. are gradually replacing bluchers, and that longer vamps, flatter toes, and lower heels will come into general favor in the higher priced lines before many months.

Showing Samples in White

The Cleo Shoe Co., of London, believe that there will be a big demand for white, nubuck buttons, and three-button ox-

fords of the same leather. They are also making a liberal display of tans and gunmetals, both blucher and button, with high toe, short vamp, and 15/8 heel. The overgaiter shoe is being shown, one in patent with grey serge top, with lapped vamp, and another with lapped quarters of grey serge and a patent strap, with buckle, extended around under the shank, completely simulating a real tailor-made gaiter. Both of these overgaiters are on the stage last. The firm believe that there will be a big demand among women for lace and button shoes with rubber heels and soles, or viscolized bottoms. Many offerings have short vamps, slant cut top and rope stitching. The line is being shown through Ontario by M. Schwartz.

A Comprehensive Showing

Ames-Holden-McCready Limited, of Montreal, are to the forefront with about two hundred fall and winter lines, combining all the most popular leathers for the colder seasons. These include gunmetal, velours calf, tan Russia calf, box calf, and patent colt. Nearly all the samples carry medium and heavy soles. There are seen a number of waterproof shoes with viscolized soles, and lined with duck, calf and cordovan. The styles are principally button and blucher, with a number of bals., which appear to be coming into favor. Several shoes have the O'Sullivan rubber soles and heels, and it is expected the sale for them will be very large. In women's buttons the high cuts are a feature of the range, some being ten inches in height, the number of buttons being fourteen, sixteen, eighteen and even twenty. The high toe is well represented in both men's and women's, but the medium and drop toe are also shown. The whole selection evidences the highest skill and craftsmanship, combined with style, fit and finish.

Some Nice Things For Men

The comprehensive and artistic fall lines shown by the Cook-Fitzgerald Co., of London, Ontario, eclipse anything ever presented by this enterprising firm. The range this season may be divided into three parts, one-third for the more conservative, year-round wearers, one-third of the nifty, high toe, gingery class for young men (in which a huge success has been scored), and one-third devoted to the new drop toe, English effect; so that all classes of wearers have their needs abundantly catered to. The new President last is decidedly of the English type, with low heel, broad shank, and receding toe; the City with pronounced drop toe type, large flange heel and generous shank; and Happy Days, another of the English style, somewhat after the Waulkenphast last of German style, so popular twenty or more years ago. All these carry wide shanks and low heavy heels. The new "trump" tip perforations on a number of the shoes is meeting with favorable comment. A nice button range with cloth and vesting top effects, which are now so much in vogue across the line, is seen. There is also a good representation of Astoria and Liberty shoes in winter weight tans, gunmetal and other leathers. Button and bluchers are strong, and there are some catchy bals in the plain English type—so decidedly English as to be without 'ooks or h'eyes. Among the high toes It's It and the Tickler still lead the way, and are pronounced the busiest lasts in the factory. The new sand finish is observed on a large number of drop toes, giving them a thoroughly English custom appearance. The presentations this season are all right up to the mark in style, fit, finish and variety.

Classy and Clever Creations

In factory "B," which Getty and Scott, Limited, of Galt, have established for the making of women's fine footwear, some of the snappiest and strongest productions ever seen in Canada are being presented. All the newest features in feminine foot covering are shown. There is the high cut "Hussar" button, with Ogee curved top slanting to the front made on the "Squab" last. Another is the "Harem" shoe, with short leg, seven but-

tons, and swallow wing top. This is turned out in all leathers, including Imperial smoked buck, and tan calf. The "Tramp" shoe is made of heavy tan calf, elk and other leathers. It has seven buttons and heavy sole, and carries a 14/8 heel. It is bound to be popular with business women and girls who love outdoor exercise. It is made on the "Chicken" last, and the "Harem" on the "Beverley" last. There is also seen an English last with low receding toe. The overgaiter shoe is seen with whipcord effects in the quarters, and fancy trimmings. A gunmetal with black cloth top is another of the side-button family. A women's patent button on a theatrical last, with striped silk whipcord effect and white calf trimmings is a winner. In the heavier goods tan calf and pearl elk are much in evidence, with nice perforations and heavy viscolized soles. In high storm buttons, a 14-eyelet tan with plain quarters and heavy viscolized sole, two straps and buckle, together with a street car pocket and dome fastener is attracting much attention. This shoe comes in all leathers. In children's, one of the features is a Goodyear welt, with extension heel. This type is an exceptionally strong line in the United States. The new classic "Skuffer" last is shown, in tan, elk, and pearl elk. In young women's is a great variety in high cuts, with buckles, in both welts and McKay's. In misses' and children's, with high storm legs, in all shades, in elk, calf and patent leathers, the display is fetching. Something that is taking freely is the side button in misses' and children's shoes. These come with whipcord tops and a variety of leathers. In the infants' department a select line is noticed in white, heliotrope, pink, blue and red calf, with white pearl buttons and springy, soft sole stock. Side buttons are also seen in this line, which consists principally of turns, while the shapes are orthopaedic. In the growing girls' department there are several new lasts in both welts and McKay's. One last is a perfect model of a growing girl's foot, and the styles are being received with appreciation by the girl who likes a shoe with a short forepart and blunt toe. A number of extreme high cuts are presented in all leathers, buttons predominating

A Fine Range for the Young

The Nursery Shoe Co., of St. Thomas, have a select range in babies', infants', children's, misses', little gents' and youths'. They are going this year strong on McKays, and the models presented in the various lines since Mr. W. E. Wilson became superintendent of the factory, are decidedly pleasing. In babies' and infants', chocolate, all patent, and other productions, with fancy tops in white and blue, both button and lace, in natural shapes, are all much admired. In children's, gunmetal in button and lace, and a fair number of patents, are meeting with a ready demand. Many have slip sole for fall and winter wear. Little gents' and youths' are shown on natural shape lasts. There is a strong showing in misses' buttons in willow tan, velours and box calf. There are some choice models with matt calf and cloth tops with heels about an inch high. The Nursery Shoe Co. have been making splendid progress, and this season's samples exceed in variety, workmanship and completeness anything previously offered. Two or three novelties are seen in little gents' Russian boots. One of these has horsehide quarters and vamp and red kid collar, with lining of the same material. Another has a patent vamp, with horsehide quarters, six-inch patent collar, and lined with red kid. They have rather high toes and broad, flat, riding heels.

Some Splendid Offerings

The Rideau Shoe Co., Montreal, are showing about forty lines in women's and sixty for men, all welts, for fall and winter wear. The display is a complete and attractive one. In extreme high cuts, they are showing sixteen and seventeen-button, with slant tops, in patent, with matt calf upper, tan, gunmetal and other leathers. The range in Imperial and nubuck is decidedly smart. The new overgaiter is seen in these leathers.

A woman's gunmetal button, with ooze cloth top, and a patent button with corded silk top are favorites. A velours calf blucher with full double sole and chocolate kid lining, is a neat offering. Overgaiters in patent with nubuck top, and a gunmetal with Imperial (somewhat similar to the former leather, but of a champagne shade) are pleasing productions. In the men's lines three types of toes are observed—the high, the receding, and the medium. In sporting bluchers there are storm calf, elkola and pearl elk, with straps and buckles. The overgaiter has made its appearance for men, with cloth top and tan vamp, and in a gunmetal with whipcord top, in both medium and receding toes. Another offering is a patent with an Imperial leather top. Buttons are well represented in Russia, storm and winter calf, as well as in patent and gunmetal. New lasts include two receding toes and one medium, with wide, flat heels, and half and full Baltimore extension edges. Perforations are smaller and heels lower than last season. A gunmetal with tan stitching, full double sole, tan eyelets and hooks attracted considerable attention, while cushion soles are good sellers. The line in men's and women's is the most ambitious ever shown by the firm, which have been turning out over six hundred pairs daily for some months.

Showing Several Fabric Tops

The John McPherson Co., of Hamilton, are showing the most compact line of fall samples they have yet presented to the trade. In men's, the rocker is displayed, with a large number of patents in gunmetal, velours and other leathers, with cloth tops. They are showing several new lasts, including the English custom effect, medium wide, foot form, puff, high and wide toe. In tans, patents and gunmetal the line is about equally strong. There is also a fair representation of dongola. Most of the offerings carry medium or military heels. There are several leather-lined boots with viscolized soles, double row of aoft stitching. The company are making a feature of men's hockey boots, not only of the lightning hitch make, but also what is known as the professional hockey, which is made of French calf with tan facings. Another is of white calf with black trimmings, for either men or women. In women's the high toe prevails to the largest extent, although there are some productions with round and medium effect. Cuban heels are generally seen. Buttons are strong. There is a fine display in white buck buttons and pumps. A particularly smart offering is a gunmetal, 16-button shoe, with grey tweed top, laced down a portion of the front seam. A woman's patent leather with melton top and tan buttons also catches attention. An overgaiter shoe is noticed with patent vamp and foxing. There is an imitation strap at the arch, which adds to the gaiter appearance. A number of bals in button tan, gunmetal and patent button, with cloth top, are striking offerings. There are no freaks presented, and the whole range evidences good shoe making, up-to-date patterns, and snappy styles. The line is being handled in Toronto by George E. Boulter.

A Fine Line For Men

The Murray Shoe Co., of London, have a strong representation in men's shoes, with high, medium and receding toes. Buttons are leaders this year, and promise to be good sellers. Gunmetal and tans are popular. Many are leather-lined, and for fall wear some attractive showings are seen in black and tan, heavy waterproof leathers, with full double soles. There promises to be a big demand in certain sections for rubber soles and heels. The company have placed six new lasts in this season. Two are of the straight English custom effect, with drop toe and flat, broad heels. Another is of the conservative type, with short vamp and full fitter. Others are a broad and high toe, and still another is extreme in its height and carries a high Cuban heel. A storm calf bal with blind eyelets, leather-lined, and carrying a medium toe, is a leader. Perforations for the

most part are neat, and there are several varieties of tips as well as bottom finishes, which include the water wave finish, the natural oak finish, light tan, and three-quarter part black on shank. Shanks are wide and the tread natural. One novelty shoe is a patent button, circular foxed, with white silk stitching, high toe and tan welting. Another is a patent, circular foxed with seven brass buttons, brown stitching and brown matt calf top. Many shades of tan are being seen in the range, and there is a growing demand for men's bals. The company are



Mrs. Anthony, of Muncie, Ind., who wears slippers with diamond studded heels

also presenting their well known cushion soles, with modified and broad toes, low heels, and wide shanks. In sporting boots, twelve to fifteen inches in height, the showings are in black and tan, storm calf and pearl grey elk.

Nice, High Toe Last

The Rowen-Ogg Co., of Guelph, are showing a particularly nice high toe last, stage effect, as well as several lines of water-proof goods in women's, misses' and children's. In small women's shoes 12 and 14 button styles are attractive, while their storm button auto cut should interest the trade. One shoe especially is adapted for fall wear, and comes in tan, gunmetal and box calf. It has a full double sole and is leather lined. The company are showing a varied and interesting range of buttons in tan, and gunmetal calf, and their line is the best and most representative that has been presented to the trade by this house, which is rapidly coming to the front in the production of women's footwear.

What Shoemen are Doing in the Early Spring Days

What Is Going On Among Retailers, Travelers, Wholesalers and Other Interests—Personal Paragraphs of Interest—Business in All Lines Is Most Promising—The News in Short Shape

The Boston Shoe Co., of Saskatoon, Sask., have gone out of business.

The Amherst Central Shoe Co., of Regina, have bought out the Prairie Shoe Co.

Ald. James Robinson, of Montreal, spent a few days recently in New York City.

Joseph Nixon has opened a boot and shoe repair shop in Macleod, Alberta.

John Dima has opened a new boot repairing establishment in Port Hope.

The shoe stock of D. Rosner & Co., Montreal, was sold by bailiff last week.

Albert Epstein has started in the shoe business in Morris, Man.

F. Easton has opened a shoe repairing shop in Rocanville, Sask.

H. S. Fenton has sold out his boot and shoe business in Shelburne, Ont., to Mr. Halbert, who has taken possession.

H. Shayler's shoe repairing shop was destroyed by fire recently in St. Mary's. The loss was protected by insurance.

George St. Leger, Jr., 542 Queen Street West, was in Rochester and other cities last week on a business trip.

T. J. Lancaster, of Borden, Alta., is now occupying a fine store, and has greatly enlarged his stock.

Wilson & Wilson, of Balgonie, Sask., have sold out their business to W. W. McRae, late of Moose Jaw.

White & Co., of Wapella, Sask., recently disposed of their business to A. T. Morrison & Co.

R. W. Eady has opened a shoe repairing shop in Renfrew, Ont. H. M. Carvie is in charge.

J. Heffering, of Toronto, representing the Tetrault Shoe Mfg. Co., has returned after spending a few days in Montreal.

B. Hoffman has opened a shoe repairing establishment at 65 Quebec Street West, Guelph, Ont.

James Osborne, late of Hamilton, has embarked in the boot and shoe line in Durham, Ont.

M. Dubois, representing Charles K. Fox, of Haverhill, Mass., was in Toronto last week on business.

Charles B. Davis, representing Burt & Packard, of Brockton, Mass., was calling on Toronto retailers last week.

John K. Campbell, dealer in men's wear and shoes, 824 Granville Street, Vancouver, recently made an assignment.

H. R. Stephens, 892 Dundas Street, Toronto, has put in a 12-foot model B Good-year shoe repair outfit.

Earl Stewart, of T. H. Stewart & Son, shoe dealers, Owen Sound, was calling on the trade in Toronto last week.

Mr. Trudeau, representing A. Corbeil, Montreal, was in Toronto last week on business.

Mrs. E. A. Guimont, who conducted a shoe store in Montmagny, Quebec, has made an assignment.

Mission City, B.C., will soon have another industry. It is known as the Sampson Harness and Trace Company.

Archie McNab, late with W. J. Detweiler, of Sault Ste. Marie, Ont., has been ap-

pointed manager of the new boot and shoe business opened in that town by Mr. Shier.

W. K. Best, shoe dealer, of Sackville, N. B., has sold out to Edgar Amos, who has taken possession.

H. E. Buchanan, a well-known boot and shoe merchant, of Liverpool, N.S., passed away last week.

E. C. Scarrow, shoe dealer, of Owen Sound, Ont., was calling on the trade in Toronto last week.

J. C. Earle, representing J. M. Humphrey & Co., of St. John, N.B., is now in Western Canada in the interest of his firm.

Gerald Murdoff, of Trenton, Ont., representing the Thomas G. Plant Co., Boston, was in Toronto last week on business.

J. P. Leger, of Bathurst, N.B., has sold his shoe business to F. M. LeBlanc, of North Sydney, C.B.

F. Ethier, of Montreal, has been made foreman of the treeing room of the Murray Shoe Co., London.

Robert Wilson, of Chicago, formerly of Toronto, has been visiting Toronto, Hamilton and other Ontario cities in the interest of his firm.

Charles Bonnick, Toronto, manager for Ames-Holden-McCreedy, Limited, who has been ill for some time, is able to be around again.

J. J. Kilgour, of the Kilgour, Rimer Co., Limited, of Winnipeg, who has been spending the past two months in California, has returned home, accompanied by his wife.

Gordon McClellan, who has been connected with the R. Neill shoe store in Peterboro, has taken a position in the Neill store in Galt, Ont.

J. O. Kueghler, representing the Moore-Shafer Shoe Manufacturing Co., of Brockport, N.Y., was in Toronto last week on business.

K. Whipple is visiting many of the leading towns and cities in Canada in the interest of the W. L. Douglas Shoe Co., of Brockton, Mass.

George Cain, of Toronto, general sales manager of the Miner Rubber Co., is on an extended business trip to the Maritime Provinces.

Jas. T. Sutherland, of Kingston, representing the Cook-Fitzgerald Co., London, was in Toronto for ten days, showing a splendid range of fall lines.

The commercial travelers of the Ottawa district have a fine club at No. 51 Sparks Street, Ottawa. Its secretary is William Macdonald.

Miss Edna Harcourt has returned from Aurora to Brampton, and will take charge of one of the departments of the Williams Shoe Company.

Fire broke out in the shoe shop of M. Metin, 69 Prince Arthur Avenue West, Montreal, but was extinguished before much damage was done.

Wm. Chamberlain, representing Getty and Scott, of Galt, was in Toronto during the past two weeks, and did a record business in fall and winter lines.

George H. Wilkinson, of Windsor, who, about a year ago, opened a branch store

in St. Thomas, has disposed of the stock to A. G. Saunders and Thomas Creswell, who are well known to the shoe trade. Mr. Wilkinson will devote his entire attention to his business in Windsor.

A. Chisholm, 1703 Dundas St., Toronto, has removed into his handsome and admirably fitted up new shoe store, a few doors east of his old stand. The premises are up-to-the-minute in every particular.

G. B. Farmer of Perth, Ontario, has moved into his new shoe store, which is modern in every respect, and has an imposing front. The location is one of the best in the town.

Wilton Bros., of Huxley, Alta, have found it necessary to double the capacity of their store at Knee Hill. At the latter place, as well as at Huxley, the firm are doing a big business.

H. E. Liesemer, of Carstairs, Alta., who was burned out some time ago, is now occupying a fine new establishment with imposing plate glass front, and has put in a select stock of boots and shoes, as well as men's furnishings.

G. P. Fry, representing the Smardon Shoe Company, Montreal, left Toronto last week for Western Canada with fall and winter samples. He will be absent several weeks on his semi-annual tour.

The assets of J. E. Poitras, 1895 Notre Dame St., Montreal, who, some time ago, made an assignment, will be sold on April 3rd. The stock consists of general lines amounting to \$6,226.

John P. Thompson, a well-known resident of London, who was at one time connected with the shoe business, died recently. He was for years associated with Pocock Bros., when that firm conducted a large retail business on Dundas Street.

In a recent fire in the Logan Block at Niagara Falls, Ontario, which was completely destroyed, the Toronto Shoe Co., J. J. Connors, manager, met with a heavy loss. The stock and fixtures were valued at \$6,000, and the insurance was only half this sum.

Mr. Perron's bill to determine the salaries of such men as fail, for convenience sake, carry on business in the name of their wives, profess to receive no salary, and yet cut a big dash with automobiles and other luxuries, passed the Quebec Legislature at its recent session.

Frederick Beattie, who had lived for a number of years in Rochester, N.Y., where he followed the occupation of a shoemaker; died last week at the home of his father, Thomas Beattie, 121 Niagara Street, St. Catharines. He returned to the latter city some time ago owing to ill health.

The Rideau Shoe Company, Montreal, are represented on the road this year by Frank Power in Eastern Ontario; J. J. Duggan, Maritime Provinces; O. Poirier, Quebec; F. B. Hull, Northern and Western Ontario; Joseph Laurin, Montreal City, and W. C. Meyers, the Western Provinces.

A new shoe store, catering to a high-class trade, has been opened in Edmonton. The proprietors are A. McLeod, formerly of the Hudson's Bay Stores shoe department, and W. F. McQleyn, of Winni-

What Some Shoe Factories Are Doing

All Are Now Busy Starting on Fall Runs—Further Extensions and Improvements—Plans for Big Addition to Newmarket Plant—New Machinery Installed—In and Out of the Work Shops—Business Opening Well

Beardmore & Co., 39 Front Street East, Toronto, have recently put in a No. 4 automatic heel compressor.

C. S. Hyman & Co., of London, have put in a sole cutting machine in their bottoming department.

The Regal Shoe Co., Toronto, have recently added a duplex eyeleting and other machines.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, was in Toronto last week on business.

Adam Bros. Harness Mfg. Co., Toronto, have installed a Pluma skiving machine, model C.

H. B. Johnston, of H. B. Johnston & Co., tanners, Toronto, has returned from a business trip to New York.

The Harbor Grace, Nfld., Boot and Shoe Company have declared a dividend of 8 per cent. for the past year.

A meeting of the citizens of Springhill, N.S., was held recently to consider the project for a boot and shoe factory.

Harbor Grace, Nfld., has two flourishing shoe factories, and a company in that city are contemplating the erection of another factory.

A quarterly dividend of one and three-quarter per cent. has been declared to shareholders of the Canadian Consolidated Felt Company.

J. D. Palmer, president of the Hartt Boot and Shoe Co., of Fredericton, N.B., was in Toronto, Hamilton and London on business during the past week.

At the annual election of the officers of the Boot and Shoe Workers' Union in Hamilton, J. Gimblett was elected president.

Abe Griesman and Jacob Goldstein, proprietors of a leather factory, at 20 Francis Street, Toronto, were each fined \$5 and costs for working on Sunday.

The Nursery Shoe Co., St. Thomas, will shortly begin work on an addition to their

factory, which will be 150x60 feet, and increase their capacity to 500 pairs a day.

Williams & Harlock, of Brampton, have recently acquired more floor space, and are doing a big business since they began operations a few months ago.

Fifteen hundred operatives in twenty-three shoe factories struck in Lynn, Mass., in support of the demand of the McKay stitchers, numbering about 125, for an increase in pay of two cents a dozen pair.

Mrs. Osgoode, lately with a leading company, Brockton, Mass., has removed to London, Ont., where she will have charge of the treeing and dressing room in the Cook-Fitzgerald factory.

C. S. Sutherland, of the Amherst Boot and Shoe Co., Amherst, N.S., has returned from an extended trip to the West and south, where he was making a study of shoe styles.

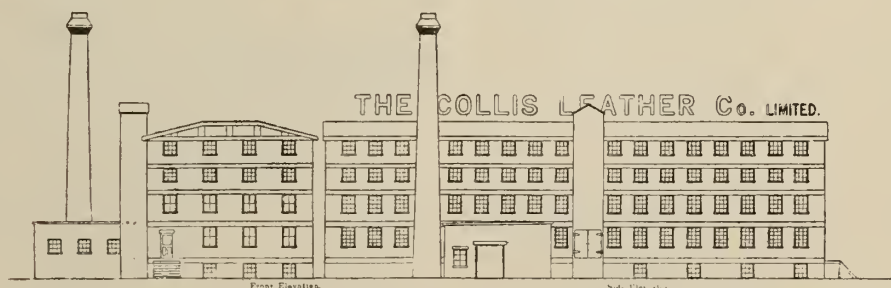
The Davis Leather Co., of Newmarket, Ont., report a very active demand for colored calfskins. Beardmore & Co., at their tannery in Acton, are producing a fine line of black calfskins.

Frank Smith, aged 25 years, employed by the Humberstone Shoe Co., of Humberstone, Ont., blew his head off last week, deliberately placing a gun between his feet and pulling the trigger with his toes.

The voting on the by-law to loan the Winn Shoe Company, of Perth, the sum of \$25,000, which was to have taken place on March 30, has been postponed until April 13th owing to some changes being necessary in the by-law.

Fire recently destroyed the big mill of the Milton Leather Board Company, and caused a loss that will total \$100,000, partly covered by insurance. Fifty employes are thrown out of employment by the blaze.

E. E. Donovan, vice-president of the Cook-Fitzgerald Co., London, returned from a visit to Boston and other New England style centres, where he picked up



This is the proposed building of the Collis Leather Co., Limited, who were recently voted a bonus of \$10,000 by the ratepayers of Aurora, Ont. The money is not to be paid over until the works are in operation and fifty employes on the pay roll. It is expected the factory will be completed in July. The building will be one hundred and fifty feet long, and fifty feet wide, with four stories and basement. It is so planned as to be complete in every detail, and

calculated to be as convenient for its use as any factory of its kind in Canada. The capacity will be eighteen hundred calf skins per day. The company realize that for the first year they will not require so great a capacity, but they have wisely taken into account the rapidly growing demand for calf skin leather, and believe that within a comparatively short time they will not only need all the room they will have in this building, but may require to enlarge.

peg. The premises have been newly renovated, and present an attractive appearance, being up-to-date in every particular.

F. R. MacMillan & Co., who some months ago bought out Currie Bros of Saskatoon have put in an entirely new front, and have three magnificent show windows on Second Avenue. The interior has also undergone a complete transformation, and new fixtures of an attractive design have been installed. F. A. Robinson, who is one of the shrewdest buyers and most experienced men in the business, has full charge of the shoe department.

Before the Railway Commission at Calgary, the jobbers of Alberta protested against the eastern rate to the Rocky Mountains, permitting Montreal and Toronto wholesalers to ship broken lots as cheap as car lots, thus injuring western jobbers. They asked that the minimum on shipments less than car lots from the East be raised. The same protest applies on shipments from St. Paul and Minneapolis, after they cross the Canadian border.

The Marshall Shoe and Leather Company, of Hamilton, whose premises were visited by fire about a month ago, the damage to stock and property being about \$15,000, resumed work some time ago in the manufacturing department where the loss was not very great. In the retail department trade has been interfered with to the extent that the firm will lose considerable spring business, otherwise the fire will not affect them much. The company's damage is covered by insurance.

A. D. Weber has been appointed to take charge of the stocks in all the factories and warehouses of the Consolidated Rubber Co. Mr. Weber is a Berlin boy, and started his career some ten years ago in the mill of the Berlin Rubber Manufacturing Co., and later joined the selling staff. He afterwards became identified with the Merchants' Rubber Co., Berlin, and was promoted to the position of assistant manager. Previous to his recent advancement to Montreal, he was manager of the shoe department of the Consolidated Rubber Co.'s branch in Toronto.

Operations have been commenced on the fine large departmental store of J. F. Cairns Co., at Saskatoon, Sask. The structure will be fireproof throughout, and have five floors. It will have a frontage of 100 feet on Second Avenue, and 120 feet on Twenty-third Streets. There will be entrances from both streets, and swift passenger elevators to take the people to all parts of the building. The ceilings will be very high, and the furniture and fittings of the most modern character. Mr. Cairns, who started business a few years ago on a very small scale, has been making great strides.

In connection with the brands of rubber footwear sold by the Canadian Consolidated Rubber Co., it was stated in a recent edition of this paper that the Maple Leaf was in a separate list, and was "somewhat lower" than the four other first quality brands. Ames-Holden-McCready, Limited, are the exclusive agents for the Maple Leaf brand in Western Canada, where these rubbers are sold at the same figure as Jacques Cartier, Granby, Merchants and Daisy, and are of the same quality. The paragraph in question might have led some to believe that Maple Leaf Rubbers were lower in quality, but it was price, not quality, in connection with which the word "lower" was used, and these remarks had reference to the situation east of Fort William.

all the latest ideas in connection with the preparation of spring and summer samples for next year.

It is understood that Getty & Scott, Limited, of Galt, have under consideration the proposition of going more extensively into the manufacture of women's fine shoes and may erect a large addition to their factory at an early date.

A quarterly dividend of one and three-quarters per cent. on the preferred shares of the Canadian Consolidated Rubber Co., Limited, has been declared. A quarterly dividend of one per cent. on the common stock has also been paid.

Napoleon Dion, a former well-known shoe manufacturer, of Quebec, who had been ill for some months, died last week. He had been employed for some time in the Customs Department in the Ancient Capital.

Nearly all the shoe manufacturers report that spring orders are coming in remarkably well, and the prospects for big fall and winter runs are bright. The outlook generally is encouraging, and some factories are working overtime to take care of the business in hand.

The Dunford Shoe Co., of Windsor, will shortly remove to Stratford, where the premises formerly occupied by the old Stratford Shoe Co., but of late years used by a clothing company, have been secured. The firm manufacture nailed work, including miners' and prospectors' boots, but may branch out in other lines.

If Ottawa can meet certain conditions, such as a free site, a boot and shoe factory may be located there. The industry would have an annual pay roll of about \$50,000, would employ some 150 hands, and be capitalized at \$30,000. The Publicity Board of the city have the proposition under consideration.

The tannery at Camrose, Alta., of which Francois Adams is the proprietor, will increase its output to 200 hides per week, and will go into the manufacture of moccasins and shoe packs, for which there is reported to be a big demand in British Columbia. The tannery is turning out harness, bridle and saddle and collar leather. Robes and furs are also being attended to, and in the process of curing are seen beaver, moose, sheepskin and buffalo hides.

Messrs. Fisher, Collis and Gillespie, of the Collis Leather Company, were in Aurora last week, and agreed on a site for the new tannery. The site selected is Mr. Mitchell's brick yard, west of the Electric Light Power House. There are five acres and three-quarters in the property, consequently the company will have ample ground.

John H. Pearce, who was recently appointed general superintendent of the shoe factories of the Canadian Consolidated Rubber Co., entered the employ of the Canada Rubber Co., Montreal, forty-two years ago. After remaining with the concern eight years he went across the line, and was with the Boston Rubber Company, of Boston, the Lycoming Rubber Company of Williamsport, Pa., and L. Candee & Co. of New Haven, Conn. He was with the latter organization some twenty-seven years, resigning the position of superintendent to return to Canada. He is to-day one of the most experienced and clever men in the manufacture of rubber footwear engaged in the business.

Wm. A. Marsh, of Quebec, was in Toronto last week calling upon the trade. He is one of the busiest of shoe manufactur-

ers, yet he devotes considerable time to the interest of the people of the Ancient Capital. Mr. Marsh is the new president of the Quebec Board of Trade, a member of the Harbor Board, the Jeffrey Hale Hospital, and other public institutions, as well as a director of several financial and industrial organizations.

E. W. O'Dell, organizer for the boot and shoe workers, was a visitor at the Ottawa Building Trades Council meeting recently to urge the members to ask for union label footwear. He gave a lengthy resume of his union label work, and thanked the Ottawa trade unionists for the awakened interest in asking for the label goods. Some few years ago, he said, Ottawa dealers were apathetic as to whether they handled the union-made shoes, but a change of front was readily seen by him by the cordiality in which his visits were now received in marked contrast to past years.

A recent despatch from London, Eng., says: Although business has been good in the boot and shoe trade, and there has been an increase of 3 7-10 per cent. in the amount of wages paid, as compared with a month ago, there has been an increase of 3 2-10 per cent. in the number of unemployed. A half-yearly financial statement of the Boot & Shoe Operatives' Union has just been issued, and it states that the trade federation has decided, owing to demands upon the federation funds, to put into force the rule whereby double contributions must be paid by the affiliated societies, which would mean \$10,000 per year extra to be paid the federation from the funds of the Boot and Shoe Operatives' Union. The total funds of the union now amount to \$669,000, which is a gain in the past half year of \$23,000. The membership of the union is 32,928.

Indebted to Several Factories

Malcolm R. S. Stewart, shoe dealer, Montreal, has consented to abandon his property for the benefit of his creditors on a demand of \$325.85, filed by John Krausman. Assets, including cash on hand, stock and book debts, total \$6,239.60, while the liabilities total \$19,249.85. The following are the principal creditors: Canadian Consolidated Rubber Co., \$589.68; Plyde Shoe Co., \$520.40; Mrs. M. R. S. Stewart, \$10,000 and \$956; W. H. Stewart, \$100; Tetrault Shoe Co., \$126.75; John Krausman, \$325.85; Minister-Myles Shoe Co., \$959.37; J. D. Climie (approx.), \$300.75; J. M. O'Donnell, \$225.00; Kaufman Rubber Co., \$151.83; Hartt Boot and Shoe Co., \$2,109.10; Hurley Shoe Co., \$981.77; Murray Shoe Co., \$600; Cook-Fitzgerald, \$600; A. Touchette, \$245.

Davis Leather Co.'s Enterprise

The contract has been let for the new buildings of Davis Leather Co. to Mr. J. L. Young, says the Newmarket Era.

This contract covers supplying all the material, doing all the work and turning the buildings over completed to the firm, everything to be done with the best quality of material, and first-class workmanship. The walls of the building will be cement and steel, the floors, etc., of the best class of mill construction.

The additions are as follows: To one of the north wings will be added a building 160 by 50 feet, one storey. To another wing of the present building there will be an addition 45 by 65 feet, one storey. Then to the south of the present plant the contract provides for the erection of an entirely new plant, the area covering 75 feet wide by 200 feet long, four stories high,

and also a good-sized basement.

The present plant is the largest of its kind in Canada, and probably a better idea may be obtained of what these additional buildings mean when it is explained that the floor space in the new additions is equal to all the floor space in the present plant, and about 50 per cent. more, and will give a working capacity of from six to ten thousand calfskins per day, according to size.

On the completion of these buildings the firm will probably have sufficient capacity to supply all Canada with its present demand for this class of goods, and, therefore, may not be able to use these additions to their full capacity immediately. It will, however, place the firm in a position to take advantage of any growth in business that may come from an increase in population, and at once on its completion they will have so many conveniences for economical manufacturing that they will be able to produce at less cost and of the very best quality. It will make their position unique in this country in so far as competition is concerned.

In addition to Mr. Young's contract there are contracts yet to be let for a complete sprinkler system for the new plant, shafting, belts, pulleys, etc., complete outfit of machinery for manufacturing purposes, additional boilers, electric lighting, power elevators, etc. The total cost for all these contracts as nearly as can be figured out now, will be from \$80,000 to \$100,000. Everything is to be pushed forward as rapidly as possible.

NOTES FROM QUEBEC

Ald. James Robinson, of Montreal, was a visitor to Quebec a few days ago.

Alf. Lambert, of Montreal, was in Quebec last week on business.

Alfred Dupere was in Montreal last week, where he was a witness in a civil case.

Marier & Trudel, Limited, are making new samples in imitation of Goodyear work.

Lachance & Tanguay have put in a new welt attachment, automatic stopping, Puritan machine.

Gale Bros. are still busy on their winter run, and are planning their new spring lines of samples.

A. E. Marois has acquired a property on St. Foye Road. Some renovations are being made to the building, which will be ready by May 1st.

Tourigny & Marois have made a new line of men's, women's misses' and children's. Jobbers who have seen these lines have bought good quantities. Several new machines have been added.

POSITION WANTED—Salesman wants position traveling for shoe firm; six years' experience. Apply P.O. Box 335, Amherst, N.S.

WANTED—Live traveler wanted at once to cover Western Canada for progressive wholesale shoe house; state experience and qualifications; splendid opportunity. Address Box 361, SHOE AND LEATHER JOURNAL, 59 John Street, Toronto.

FOR SALE—We are discontinuing manufacturing boys' shoes, and offer our outfit of three boys' up-to-date Goodyear welt lasts, patterns, etc., at a reasonable figure. If interested, correspond with Geo. A. Slater, Limited, Montreal, Que.

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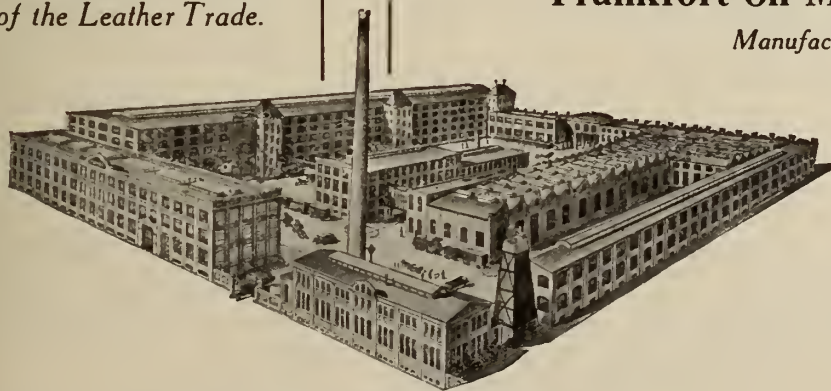
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Actual View of New Moenus Works at Frankfort-on-Main

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Write for Catalogues, Estimates for Complete Plants and Full Particulars

Commission Holds Sitzings in Toronto

Several Ontario Manufacturers Give Evidence, Service and Treatment of the U.S.M. Co. Commended by Some—Others Object to the Tying Clauses and Terms in the Lease—Experiences with Other Companies.

After a series of postponements, the Royal commission appointed to inquire into the alleged violation of the Anti-Combines Act, on the part of the United Shoe Machinery Co., of Canada, held sittings in Toronto on Wednesday and Thursday of last week. A number of manufacturers were on the stand. Judge Laurendeau, W. J. White, K.C., and J. C. Walsh are the members of the commission. T. Chase Casgrain, K.C., of Montreal, and A. J. Brown, K.C., were the attorneys for the U.S.M. Co., while Alex. Falconer, K.C., appeared on behalf of the commissioners. The inquiry was held in the King Edward Hotel. Among the representatives of the U.S.M. Co. in attendance were W. B. Farr, attorney, of Boston; F. W. Knowlton, of Montreal, Canadian manager of the company, as well as several representatives of the Toronto branch.

Among the shoe manufacturers present were: Alex. Brandon, Brantford; F. S. Scott, Galt; Fred W. Weston, of Campbellford; N. Detweiler, Berlin; G. L. Williams, Brampton; K. H. Phillips, Preston; Charles Ahrens, Berlin; E. E. Donovan, London; E. A. Medcalf, St. Thomas; J. A. McPherson, Hamilton; F. Underhill, Aurora; Jas. Valentine, Waterloo; J. S. King, J. A. Walker, Alfred Minister, Chester B. Hamilton, D. Inrig, Toronto, and others.

The weight of evidence would appear to be in favor of the arrangement and service of the U.S.M. Co. Some objection was taken to the "tying clauses" inserted in the leases of the company's machines. None of the manufacturers found any fault with the amount of royalty charged for the machines or with the machines themselves, which were declared the best obtainable. Some expressed the view that they would like to be in a position to buy machines from whom they pleased.

Mr. J. A. McPherson, of the John McPherson Co., Limited, Hamilton, was the first witness. They had used United Shoe Company's machines for twenty-five or twenty-seven years. The only grievance he had was against the tying clause, inasmuch as it created a monopoly for the United Shoe Company, by preventing the shoe manufacturer from buying any other Goodyear machinery that they might desire to purchase.

They had bought United machines "outright," but they were not the owners, as they had had to sign a lease. No machines could be purchased from the United Shoe Company without signing the lease.

"We ought to be able to buy our machinery anywhere where money could buy it, which we are unable to do under the tying clause," he said.

Mr. Casgrain pointed out to the witness that the United Shoe Company was not formed until 1899, so that the witness could not have leased machines from them, and the witness admitted that it might have been from Goodyear's that the machines were obtained at that time.

Questioned as to whether his business had ever suffered injury because of the tying clause, Mr. McPherson replied that while they were prosperous now it might

be that they would be more prosperous if they were allowed to buy the machinery. He acknowledged that the machines of the United Shoe Company were up-to-date.

Satisfied With Conditions

Mr. Alex. Brandon, of the Brandon Shoe Company, Brantford, was perfectly satisfied with the conditions imposed by the United Shoe Company. The petition circulated against the company had been offered to him for signature, but he had refused to do so without taking the trouble to read it.

Replying to Mr. Justice Laurendeau, Mr. Brandon said he had machines both on the royalty and leasing basis, but he had no fault to find with the tying clause. The duration of the lease, which is twenty years, was also satisfactory. To buy machinery he would have to have a much larger capital. Another advantage was that the machines were kept in repair by the United Shoe Company.

To Mr. Falconer, Mr. Brandon admitted that if he at any time wished to instal other Goodyear machines, he would have to equip a separate factory.

To Mr. Casgrain, the witness said that if he had been compelled to purchase machines outright he would not be making shoes to-day.

No Complaints to Make

Mr. J. S. King, of the Relindo Shoe Co., of Toronto, had no complaints to make, either as to the service given by the United Shoe Company or the royalties charged. The tying clause was a restraint upon manufacturers, he thought, to which they would not willingly assent. They had no option but to take the machines on the terms of the company. Mr. King admitted that his company had sustained no injury from the tying clause up to date, but he could not say as to whether it would be more prosperous if other machines could be installed because they had no facility of making comparisons.

Mr. C. B. Hamilton, of the W. B. Hamilton Co., Toronto, said he thought shoe manufacturers should have the option of choosing their machines.

Mr. Frank S. Scott, of Getty and Scott, Ltd., of Galt, gave it as his opinion that competition among shoe machinery manufacturers would improve conditions in the shoe trade. The effect of the tying clause meant that if an inventor came along with a machine, the shoe manufacturer could not try it out.

Thinks Well of Them

Mr. E. E. Donovan, of the Cook-Fitzgerald Co., London, said he had no objection to being tied up by the Shoe Machinery Company.

Mr. Falconer: You love your bonds?

Mr. Donovan: I think more of the United Machinery Co. than I do of anybody else except my mother. (Laughter.)

Mr. Donovan went on to say that the growth of the shoe industry in Canada was almost entirely due to the progressive

policy of the company at all times and in every circumstance.

Mr. George Williams, of the Williams Shoe Co., Brampton, testified that shoes were made better and cheaper in Canada than formerly.

Broke Business Principle

Mr. Noah Detweiler, of Berlin, manager of the G. B. Oberholtzer Co., said he had to break one of his business principles in signing the lease, because he did not believe it wise to put so much power into the hands of one with whom he dealt. This stifled and tended to remove competition. Return charges were "a very sore matter" with his company. The twenty-year period he considered too long for the lease; it took out the best part of a man's business life.

Mr. A. E. Medcalf, proprietor of the Nursery Shoe Co., St. Thomas, thought the tying clause would prevent facility of repairs to machines put in by other companies, but he could not suppose it possible to get better ones. He admitted that competition was good for business, but he did not think or believe that the United Shoe Machinery Company was a monopoly. The only field, however, for any other manufacturer of machines, he said, would be that of new shoe manufacturers starting business.

Advantage of Competition

There were other makers in Germany, France, England, also in Quebec, and in the United States, and he admitted to Mr. Falconer that the advantage of competition was that it kept down prices and kept up standards of products. Asked by Mr. Walsh if he knew of any other business using machinery in which there were similar conditions, Mr. Medcalf mentioned one or two which he thought were affected by monopolies, but he did not think this a monopoly.

"Why should they bind you to do what is obviously in your own interest to do," asked Mr. Walsh. "It is not necessary in my case," replied witness.

D. Inrig, of Toronto, took exception to the tying clauses of the U.S.M. Co.'s leases.

Satisfied with the Company

Alfred Minister, of the Minister, Myles Shoe Co., of Toronto, said he was perfectly satisfied with the way in which the United Shoe Machinery Company treated his company. He believed the tying clause was reasonable, and thought that if a much better machine were invented that was not controlled by the United Company, the latter would permit the shoe manufacturer to install it. The effect of the United Shoe Machinery Co. on the shoe making business had been to improve the product without increased cost to the consumer. Labor had also benefited, inasmuch as a man who was earning \$12 a week lasting shoes before the advent of the "laster" controlled by the United Company, could now earn from \$15 to \$20 a week with less manual labor. He admitted, however, that fewer men were needed now to do the same quantity of work as before. An advantage in leasing a machine over buying it was, he said, that in the former case the company were still interested in the upkeep of the machine. He would not go back to the old system of independent machines, even if he could.

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 FROM CHILDREN'S TO MEN'S

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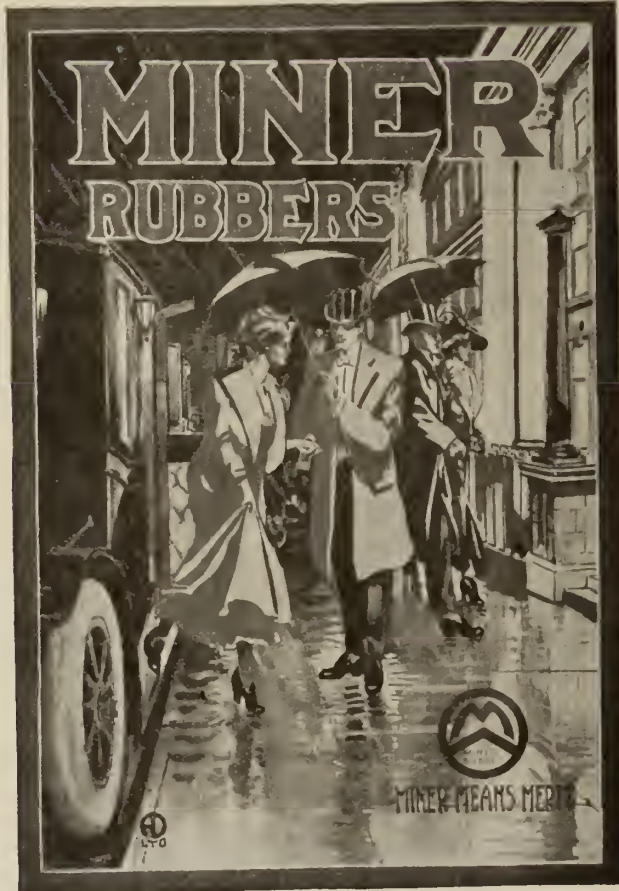
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In the first place you will not be asked to take chances with quality. That is guaranteed.

Then you will experience no difficulty in fitting any style or make of shoe. New shapes have been produced to conform to latest styles in shoes, and the "old reliables" are still in stock.

You will have the new Red Sole as an added attraction. It has already made a most decided hit with the public.



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ALL solid heel "Miners" are equipped with the Foster Patent, Non-Slip, Friction Plug. A big sales-making feature.

Deliveries guaranteed on all orders placed before May 1st. You will experience no delay and consequent loss of sales.

"Miner" prices and terms will appeal to you as eminently fair. They allow you ample time and a good margin.

Consider these facts now and when the man with "Miner" samples calls on you be prepared to take advantage of them.

Our new catalogue illustrates many sales-makers. Drop us a card and we'll send you a copy.



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FRICTION
PLUG HEEL



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on all Miner
Boots and
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Limited, GRANBY, Que.

PADINA AVENUE



Quality does most of the talking



As "deeds speak louder than words," so does real quality count for more than mere style and appearance.

The shoe business that is built on attraction (i.e. style and appearance) is only as strong as that attraction, and once that attraction is removed the business falls flat. Unless there is something beyond attraction, business gained by it cannot be held.

In the beginning of the Rideau Shoe business the founders of Rideau Shoes realized this. But they realized also that there must be attraction.

And, because they succeeded in producing men's and women's shoes that had the necessary style and up-to-date appearance, backed up by

RIDEAU SHOE COMPANY, L

ing that sells Rideau Shoes

quality of leathers and workmanship, Rideau Shoes have earned a reputation and a sale out of the ordinary.

As these illustrations show, Rideau Shoes have the necessary style to produce sales. But more than that, they have the quality that produces more sales from your present customers.

Rideau Shoes for fall, 1912, are now being shown by the "Rideau Boys," and certainly merit from you a close inspection. You will find in the Rideau samples just the proper styles for your class of business. They are all advanced enough to be attractive and sensible enough to be saleable.

You'll like the Rideau line and so will your customers.



LIMITED, MONTREAL, CANADA

Slater Shoe Announces Quick Deliveries Now



Every Shoe of our Spring Orders will be shipped from the Slater Factory before April 15th.

It's a Record in Volume and a Record in Prompt Delivery.



**30-Day Delivery
of Repeats**

Factory re-organization and far-away planning was required to do this—but we now have our double-size factory working as smoothly as a well-oiled piston rod.

We can take care of Repeat Orders—and assure our customers of delivery in 30 days from receipt of order at the House.

**Ready-to-Ship
Orders**

The Slater travelers are all out with their Fall models—and as one of our veteran salesmen remarked, "They are the most enthusiastic lot of samples we have ever carried!"

To Shoe Merchants who would like to test the pulling power and prestige of the Slater Shoe—its stamped price and the "Sign of the Slate"—we offer some prove-up orders all ready-to-ship—in selected lots of the 12 best sellers, \$4, \$5 and \$6 lines in assorted sizes.

Send for particulars of best sellers in lots of about \$500 or \$1,000. To any town where we are not properly represented this offer is made.

The Slater Shoe Company

LIMITED

MONTREAL

- - - -

CANADA



The season for "Maltese Cross" Rubbers opened March the fourth.

There are twenty-four selling agencies to distribute this well-known line and some of their travelers will soon be calling upon you.

Wait for them. You don't really know what the Rubber market has to offer till you've looked over the Maltese Cross line.

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

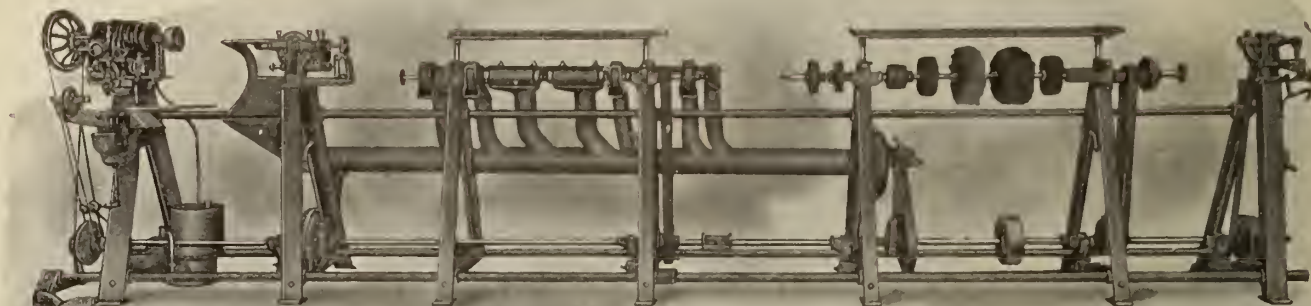
Head Offices:—47 Yonge Street, Toronto

BRANCHES AT

**Montreal Halifax Winnipeg Calgary Vancouver
Sydney Melbourne and Perth, Australia**

(Not in any Trust)

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

Full information furnished promptly on request.

UNITED SHOE MACHINERY COMPANY

OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

244 Adelaide Street West TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

AUTUMAUPHERINGS

(AUTUMN OFFERINGS)

IN

FINE SHOES FOR MEN



The Autumn Offerings we are presenting for your inspection show still greater advancement in the manufacture of "Monarch," "Brandon" and "Dr. Brandon's Cushion Sole" Shoes.

The several new lasts and patterns we have added to our lines for Fall are bound to be popular, as they are the pick of the latest American styles and will be constructed along lines which will insure their reliability.

Our salesmen are now on their territories and you will have the opportunity to see for yourself.

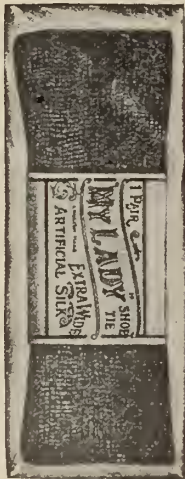
BRANDON SHOE COMPANY, LIMITED

BRANTFORD

ONTARIO

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Buy These Now
WHILE WE HAVE STOCK

THE British coal strike may stop our supply of these goods. But you will need them just the same. Order at once and make sure of getting the best, instead of a substitute. They are all good, seasonable lines.

MY LADY—A wide art silk shoe tie. Each pair banded, enclosed in neat, transparent packet, making a very attractive counter or window decoration. 27 or 30-inch, black and tan.

THE DIADEM — BOOT LACE.—A good, medium-priced quality, meets with a large sale. 36-inch gent's, 45-inch ladies'. Banded in pairs, 1 gross, fancy boxes. A popular, profitable. 5c. lace.

THE BANK—BOOT LACE—Is a money-maker, like most banks. In character, a firm, strongly-made, polished cotton, braid lace, with solid tin tags. A real good quality, sure to please your trade. Gents' size, 36 inch, ladies', 45-inch. Banded in pairs, 1 gross, artistic boxes. Black and tan.

The "TRILBY"—Extra wide silk finish shoe ties. Each pair in neat printed paper envelope. 27 or 30-inch, in two widths. Black or tan. No. 93, 1 in. wide. No. 105, 1 1/4 in. wide. Very soft and lustrous. A slightly, saleable lace at 10c. Big profit.

BROUGH, NICHOLSON & HALL, LIMITED, Leek, Staffs 112 Wood Street, London, England

All Qualities now in Stock by Canadian Agents

WALTER WILLIAMS & CO.

517-525 St. Paul St., MONTREAL
20 Wellington Street West, TORONTO

Telephone Main 2724
Telephone Main 2994

"MINER" & "SHEFFORD" BRANDS



RUBBER FOOTWEAR

"Miner" and "Shefford" brands of Rubber Footwear have kept out in the front rank because they have always embodied the latest developments in rubber footwear construction.

This season particular attention is being drawn to the construction of all wind proof shoes. These shoes are made with the Famous Double Non-Slip Protector Plug.

This feature like all other "Miner" features, is making a big hit and is bound to result in bigger sales for "Miner" Merchants.

SEE THAT YOUR ORDER GETS IN BEFORE THE FIRST OF MAY.

**The MINER RUBBER CO.
LIMITED**

Factories:
GRANBY, Que.

Toronto Warehouse:
96-99 SPADINA AVE.

SELLING AGENCIES

Calgary & Seattle

J. W. Galloway & Co.

M. & G. King & Co.

W. & M. C. Weston Limited Winnipeg

Montreal

St. John, N.B.

Hamilton

Winnipeg

E. Macdonald

Blackburn, Taylor & Co., Limited

Costs, Barnet & Williams

Horsley & Crochman

Quebec

Toronto

London

Spokane

THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH

Editorial Features

How to Go Into the Shoe Business
on a Cash Capital of
\$2,500

Figuring Your Profits on the Selling
Rather Than the
Cost Price

Advantage of Effective Window
Trims and How They Pay
The Store Rent

Why Shoes and Leather are Higher in
Price—A Candid Discussion
of the Question



Way to Employ Shoe Illustrations
Attractively in Retail
Publicity

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

A FEW INSIDE FACTS

ABOUT EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel ; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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.

Two Hundred New Lines ::

There has never been shown in Canada a more representative line than that being shown by McCready travelers.

Every shoe has a snappy appearance and a quality behind its looks that makes

“McCready” Fall Footwear

the line for the wideawake retailer to “tie-up” to.

The goods are shown in such leathers as Box Calf, Velours, Gun Metal, Patent Colt, Tan Calf, and Tan and Black Storm Calf.

The lasts are the latest, and in our medium and high grade goods will appeal to you in a particular way.

**AMES HOLDEN McCREADY,
LIMITED**

**Montreal, St. John, Toronto, Winnipeg,
Calgary, Edmonton, Vancouver**

Snappy Fall Fashions in Men's Welts

¶ Our traveler is now in your district with a fine range of Men's Tan Waterproof Welts, embodying maximum of wear with stylish appearance. Ask to see these shoes when he calls.

¶ Our four new receding toe lasts are winners. They come in bals. and bluchers, and are in every way worthy of your careful consideration. The very latest word in shoe making.

¶ These are only a few of the many lines worthy of special mention.

Western retailers can sort through our Winnipeg Branch, in Winnipeg Rubber Co.'s Building, assuring quick delivery

Jas. Linton & Co.
MONTREAL WINNIPEG

**A
Perfectly
Tanned,
Perfectly
Waterproofed
“Endural”
Calf Skin**



**Makes
Absolutely
Waterproof
Fall and
Winter
Shoes**

“Endural” is a heavy chrome tanned calf that’s made especially for Fall and Winter Shoes.

And because it is made to be worn in bad weather, it is made absolutely waterproof. Water can’t get through “Endural” Calf.

And it’s even in color, too. Every skin is precisely the same shade as its neighbor. You will have no trouble in matching.

“Endural” answers every purpose of imported viscolised leathers—and costs you about 4 cents less on every foot you cut.

It is made in two colors, No. 22 and No. 44, and in 4 weights for men’s and women’s shoes.

Try “Endural” Calf and prove that it’s best for “bad-weather” shoes.

**DAVIS
LEATHER
COMPANY
LIMITED
NEWMARKET,
ONTARIO**

Five New and Snappy Lasts for Fall

Five new lasts have been added to the Murray Line for Fall, 1912.

These new ones are right up-to-the-minute profit-producers and have a snap and go about them that will appeal to well dressed men.

They embody many improvements in shoemaking and have special features that add greatly to their saleability.

You are going to miss many opportunities for profit if you fail to stock this up-to-date line.

Wait and talk it over with the Murray salesman.

THE MURRAY SHOE CO., LIMITED

LONDON, ONT.

Why you can sell the Doctors Shoe



In relation to the other lines of shoes you handle the Doctors is not exactly a competitive line.

Its distinctive features give purpose to its existence, and make it a line out of the ordinary.

It sells not because of catchy shapes and fancy-tickling styles, but because it fits men's feet and keeps them warm and dry.

No manner of moisture can reach the foot incased in a Doctors Shoe for it is perfectly waterproof. Hot pavements or cold do not affect the foot—the Doctors has three soles that prevent that.

You see, the Doctors Shoe has sales-making features that make it a good proposition for you.

The Doctors is a Goodyear Welted Shoe and is made in Tan Winter Calf, Chrome Box Calf and Chrome Black Storm Calf. It has three soles—the inner sole is antiseptically treated, the centre sole is of thermal asbestos, and the outer of thoroughly waterproofed leather. The uppers are also waterproofed and the linings are antiseptically treated.

The Doctors is a truly waterproof, antiseptic, weather defier.

The Tebbutt Shoe and Leather Co. Limited
THREE RIVERS, QUEBEC

Meet Us at Boston

JULY 12th, 1912

☞ Last year, over seventy Canadians attended the Shoe and Leather Fair in Boston.

☞ Most of those who went were agreeably surprised at the completeness of the exhibits.

☞ The Fair Manager, whom the Canadians met at the Lynnway Club, has shown us proof that this year the Fair will contain just three times the interest of last year's exhibition.

☞ Further, our Canadian bunch, that came from as far west as Calgary—Oh, you Foster—and as far east as Newfoundland—Mr. Janes—thought it was well worth while.

☞ It will be even more worth while this year, as a special day, July 12th, has been set aside as Canadian Day. Will you meet us there? You can make the Shoe Journal your headquarters.

The Shoe and Leather Journal

SPECIAL CANADIAN DAY

Friday, July 12th, 1912

AT

**The Sixth National Shoe and Leather
Market Fair, Mechanics Building,
Boston, Mass., U. S. A.**

Make your plans to visit Boston so that you can meet your friends at the Fair, in Mechanics Building, on the

SPECIAL CANADIAN DAY, FRIDAY, JULY 12th.

This day has been set aside for the Canadian Shoe and Leather Trade, with special features for their entertainment.

Shoe retailers, shoe manufacturers, tanners and leather merchants are cordially invited.

Visitors will have an opportunity to see, under one roof, in a brief space of time, exhibits of the latest creations in footwear and leathers, also shoe and leather machinery in operation, and shoe and leather supplies of all kinds.

The Fair and the National Shoe and Leather Week, extends over a period of eight days, beginning Wednesday, July 10th, ending Wednesday, July 17th.

This will give Canadians an opportunity to combine business with pleasure, and enjoy the many beautiful sea-side resorts and ocean beaches around Boston.

For exhibition space, or information regarding railroad rates, tickets of admission to the Fair, or Boston Hotels, write:—

Jacobsen Publishing Co., Managers

Publishers of "Hide and Leather"

183 ESSEX STREET - - BOSTON, MASS.

See Those New Fall Samples

INFANTS'
CHILDREN'S

MISSSES'
COLLEGE GIRLS'

Macfarlane travelers are now out with as snappy a line for Fall as you would want to see.

*Watch for the
Red Tags -- They
indicate In-stock
Lines*

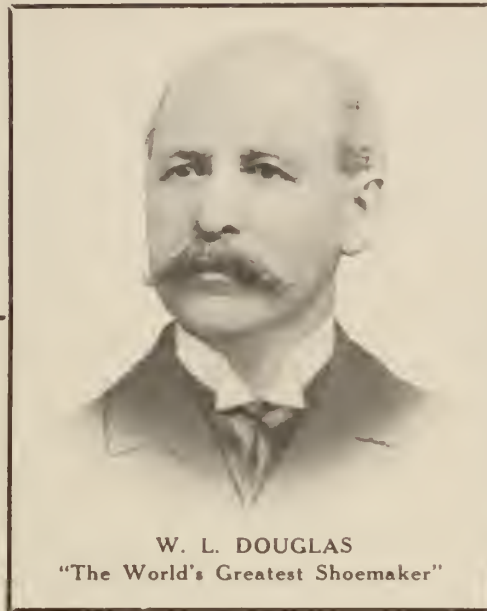
Our white buck shoes in turns and welts will interest you, while the showing we make in all other leathers indicates the variety of the Macfarlane range.

*Watch for the
Red Tags -- They
indicate In-stock
Lines*

Our samples include some especially attractive slippers that will be excellent sellers, for they are made to satisfy.



THE MACFARLANE SHOE CO., LIMITED
MONTREAL



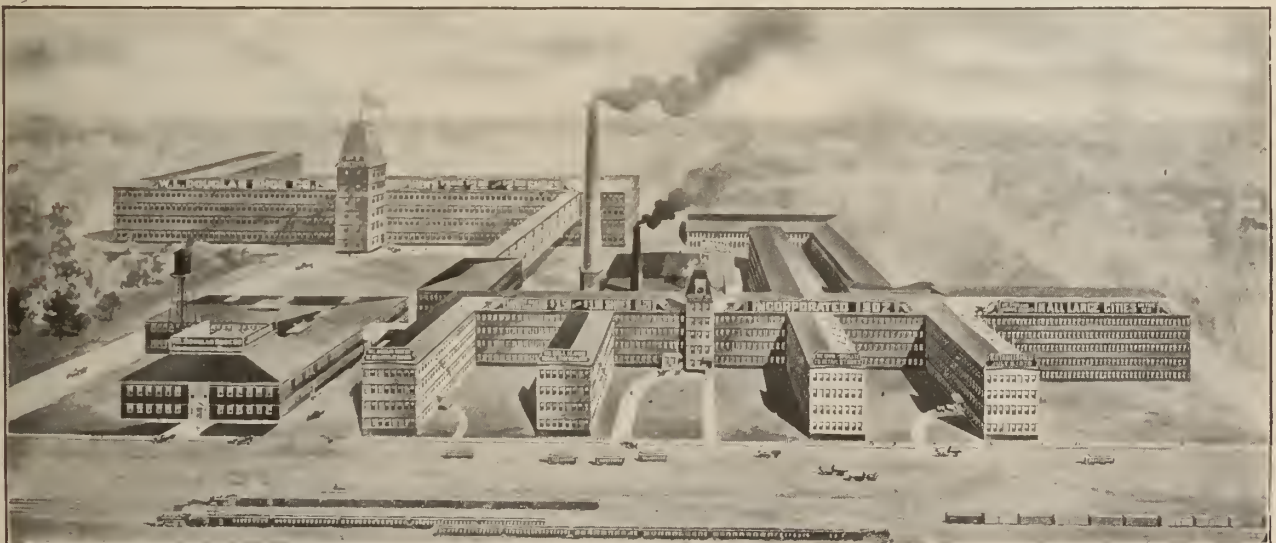
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U.S.A. CAPACITY, 17,600 PAIRS A DAY.



The Greater "Classic" Line

Surely, the "Classic" Line is growing.

Originally "Classic" Shoes meant misses' and children's only. Today they include women's as well.

And, there's a reason and a cause for this expansion. Demand is the reason and quality the cause.

The unfailing, "always-present" quality of "Classic" Children's Shoes has caused a demand for

Women's Shoes of the same calibre. "Classic" Women's Shoes is the answer.

And "Classic" Women's is meeting with the same reception as has always been accorded "Classic" Misses' and Children's. They're selling fine. And they're selling best where "Classic" Misses' and Children's sell best. That shows that they have the real "Classic" qualities.



GETTY & SCOTT, Makers of



or Fall Nineteen-Twelve

assured that "Classic" men's Shoes are of the same quality that has made the "Classic" mean so much in men's and Children's Footwear.

are going strong on this new line for Fall, 1912, but we're not limiting our original lines to do this. There are some dandy new styles in each line, and they're selling well. A few are shown on these pages.

You can't go wrong in choosing from the "Classic" samples. Every one of these samples represents a style that will be in demand next Fall and they all have the reliable "Classic" wearing qualities.

Wait and see the "Classic" salesman. He has the goods that will surely interest and profit you.



Classic" Shoes, GALT, ONT.





KAUFMAN'S
Life-Buoy
Rubbers



In all First
 Quality Soft
 Back Goods



The most important
 improvement
 in Rubber
 Footwear of
 recent years.

The leather heel and counter has been thoroughly tried and found to be the greatest improvement in Rubber Footwear of recent years. ∴ See them before you buy.

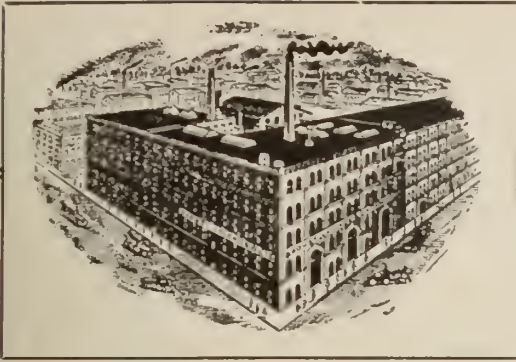
MADE BY

KAUFMAN RUBBER CO.

BERLIN

CANADA

An Independent Company



Our Manufacturing Operations Cover a Wide Range

You can buy from us shoes for men, women, boys, youths, misses and children, and you can have them coarse or fine in make-up according to the use to which they are to be put. In any case, the quality is the best.

If for heavy wear, ask for "Rock Bottom" brand; if you want finer shoes, ask for "Paris" brand.

Don't forget that our tannery plus our two factories guarantee to you **quality** from start to finish of manufacture; **more profit**, because the middleman is eliminated; and **quick service**.

See our travelers ere placing Your Order.

Daoust, Lalonde & Company

Shoe and Leather Manufacturers
MONTREAL, P.Q.

P.S.—A full line of Moccasins, Long Boots, Felts, etc., carried.



“KINGSBURY” BRAND

These new lines in our Fall samples are so nice that they speak for themselves. They are just as fine as they look here.

“AMERICA’S BEAUTY” BRAND

Kingsbury Footwear Company

LIMITED

Specialists in Ladies' Footwear

MONTREAL



If it Bears This Mark



You Can Rely Upon the
QUALITY

United Shoe Machinery
Company of Canada

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.



Women's Goodyear Welts That Keep Their Shapes

"CLEO" good looks are not merely to make sales. They keep.

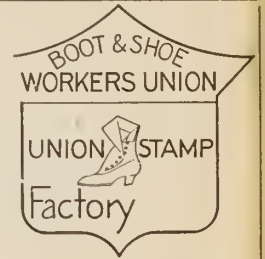
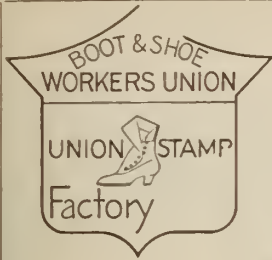
"CLEOS" preserve their stylish appearance right to the end of their existence. Besides giving long and comfortable "foot service" they give equally long "eye service."

"CLEO" styles for Fall 1912, especially in Heavy Walking Boots, will please your lady customers and give them value for every cent of their price.

"CLEOS" retail at \$3.50 and \$4.00. See the Fall samples. They'll please you.

CLEO SHOE COMPANY

LONDON - - - CANADA



Mr. Shoe Manufacturer

Industrial peace and uninterrupted production are promoted by shoe manufacturers operating under a Union Stamp Arbitration Contract.

The Union Stamp is a selling factor, the influence of which is equivalent to the work of one or more road salesmen, according to the amount of territory covered by the manufacturer. Wages are fixed upon a competitive basis; the volume of output is largely increased in every Union Stamp factory, thereby reducing manufacturing fixed charges and giving employees more weeks' work in the year.

The Union Stamp is the emblem of peace, which means more business even in dull times.

Manufacturers desiring further information should correspond with the undersigned.

Boot and Shoe Workers' Union

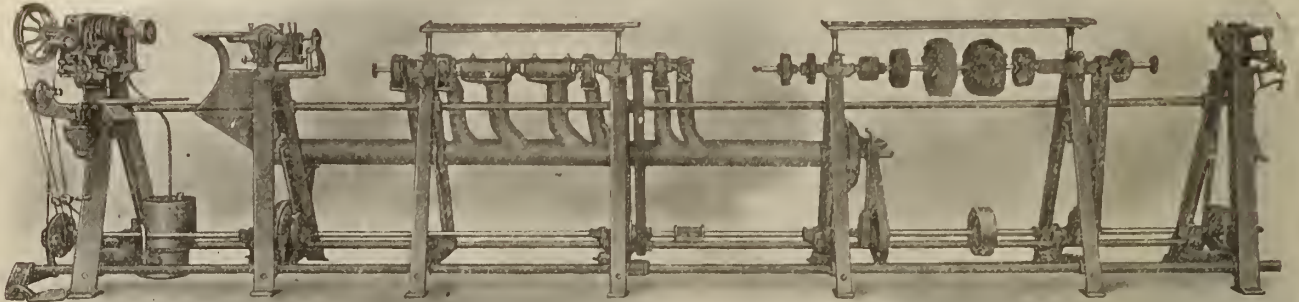
246 SUMMER ST., BOSTON, MASS., U.S.A.

JOHN F. TOBIN, President

CHAS. L. BAINE, Sec.-Treasurer



22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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- | | |
|--|-----------------------------------|
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| 2 "C" Shape X-Ray Heel Scouring Wheels | 1 Heel Breast Scouring Wheel |
| 1 Pin Wheel Pad Complete | |

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

244 Adelaide Street West, TORONTO

492 St Valier Street, QUEBEC



PRESIDENT

¶ When a man asks for a shoe by name he knows its merits.

¶ It is evidence at first hand that he is pleased.

¶ He won't be put off with something "just as good."

¶ A live merchant won't insult the intelligence of his patrons by trying to substitute.

¶ ASTORIA and LIBERTY SHOES are known favorably.

¶ There must be a reason.

The Cook-FitzGerald

COMPANY, LIMITED

LONDON

-

ONTARIO

THE IMPERIAL SHOE

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The
Imperial Shoe

The
Beaver Shoe

The
Little Canadian

The
Maple Leaf
Shoe

And the very best
of everything else
for the Fall will
be displayed for
your selection.
Don't overlook
this opportunity.
They will be with
you very shortly.

We are out with
And they

Everything that is good in the new styles we
with the low toe and flat heel. You'll find E
leathers. "Sporty" designs as well as the
Goodyear Welted and McKay Sewn.

If really good value appeals to you, you w

Samples of "The Imperial Shoe," "The Beaver
Leather Shoe will all be with you, better tha

Don't overlook the good things such as Tr
Moose Moccasins and Prospectors' Boots.

The shoes that we can personally guarantee.

Last but far

KANT-KRACK
DAINTY MODE **R U**

McLAREN & DALLAS,
BOOTS,

KANT-KRACK RUBBERS

THE BEAVER SHOE

Shoes for Fall 1912

Good ones

Will find the high toe and heel rubbing elbows and Blucher Cut, colors and blacks in all fine "ervative" ones and both in "Liberal" numbers,

from us this season than ever.

"Little Canadian," "The Maple Leaf" Solid

ers, Elmira Felts, Oil Tans, Lumbermen's Sox,

g great quantities of them.

, remember

ERS ROYAL BULL DOG

nt Street W., TORONTO

RUBBERS

Kant-Krack

Dainty Mode

Royal

Bull Dog

Rubbers

Made as well as rubbers can be—so well that we stand back of every pair to make good our statement that class for class "Independent" Rubbers are all class.

M
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DAINTY MODE RUBBERS



Now is the time to put in your order for Maltese Cross Rubbers.

There are good reasons for it. This season has been a record one for rubber selling and stocks are low. Sorting orders have been coming in as never before, and the result is that even with our greatly increased facilities we shall need all the time possible to properly prepare your Fall orders.

Early placing helps us both. Order now and make sure of having Maltese Cross Rubbers when you want them.

The Gutta Percha & Rubber Mfg. Co. of Toronto, Limited

Head Offices:—47 Yonge Street, Toronto

BRANCHES AT

**Montreal Halifax Winnipeg Calgary Vancouver
Sydney Melbourne and Perth, Australia**

(Not in any Trust)

SNAPPY HARTT LASTS

FALL 1912



No. 661—
Tan Cresco Blucher Bal.,
Patsy Last



No. 53—Gun Metal Seamless Bal.,
New York Last

THREE
NEW
HARTTS
FOR
FALL 1912



No. 441—Tan Russia Seamless Button
Bal., Duke Last

The Hartt Boot and Shoe Co.
Fredericton, N. B. Limited

BOY SCOUT SHOES

MEAN

BETTER SHOES FOR BOYS



They are the standard of excellence.

These Shoes are worth money to you because they are real value to the wearer.

Try a dozen pairs of this line.

NOTE THESE PRICES

4049—Boys' Gun Metal Blu. Bal., Matt. Calf Top, 1 to 5½	-	-	\$2.10
4052—Boys' Velour Blu. Bal., Matt. Calf Top, 1 to 5½	-	-	2.10
4067—Boys' All Box Calf Blu. Bal., 1 to 5½	-	-	2.10
<hr/>			
3749—Young Men's Gun Metal Blu. Bal., Matt. Calf Top, 6 to 8	-	-	2.40
3752—Young Men's Velour Blu. Bal., Matt. Calf Top, 6 to 8	-	-	2.40
3767—Young Men's All Box Calf Blu. Bal., 6 to 8	-	-	2.40

These Shoes are carried in stock and can be delivered on a moment's notice.

JACKSON &

78 ST. PETER ST.

HYMAN'S METALLIC CHROME SOLE

Here is a Leather that IS a
Leather.

Real value for your money.

It will out-wear—NOT wear-
out—anything on the market.

Has our traveler called on you
yet?

Get our Catalogue.



Be sure to see Special Fall Line of Boy Scout
Shoes, with extra heavy soles, made with

HYMAN'S METALLIC CHROME SOLE

We are Selling Agents for MINER
RUBBERS.

AVAGE
MONTREAL

Buying right is simply

Keep up your stock of good sellers

How is your stock of good sellers to-day?

I suppose you have by now commenced to feel the Spring rush, and your stock will need a little filling up in some lines.

It won't do to get behind in the better selling lines. You'll need to keep your stock of them in good shape all the time.

Better be a little ahead of time than a little behind. It may mean quite a few sales to you. Go over your stock to-day and note what lines you are low in. Then send your order to me. It'll be carefully attended to and shipped promptly. You can rely on that.

James Robinson, 182-18

...ing at the right place

Make sure of good business this Fall

The buying season is the right time to prepare for a profitable fall business. For on the discrimination and business acumen you display now, depends to a great extent the amount of money you'll make during the selling season. The more profitably you buy the more profitably you'll sell, that's certain.

I've a stock here that you can buy from profitably. I bought it carefully, both as to quality and price, and you'll find it very representative in regard to shapes and styles and prices.

My representatives are now showing samples from this stock, and I feel certain that if you give them a fair hearing you'll be pleased to give them an order.

McGill St., Montreal, Que.



*FEATURING "Vassar"
and "Miss Canada"
shoes is good business for
they give satisfaction and
back up their snappy ap-
pearance.*

*The styles for Fall are typi-
cal of the best Canadian
shoemaking.*

Minister Myles Shoe Company, Limited, Toronto

A Sign which brings grist to the Retailer's Mill and has been the means of the introduction of many a sound account



Business is a Fierce Fight. A Slater Agency puts you on the winning side and makes your position impregnable

Twelve Square Facts—Here they are:

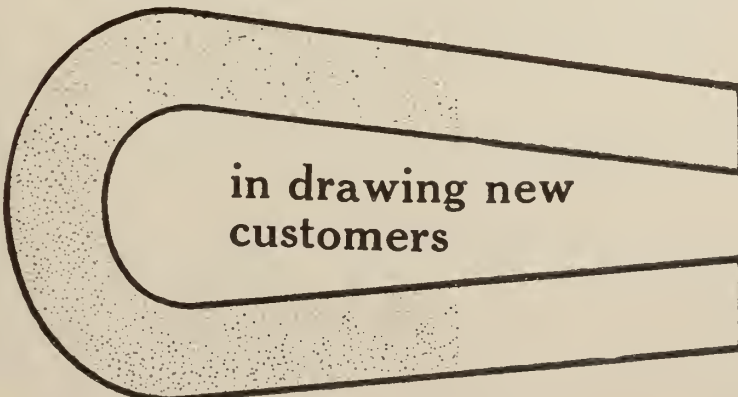


- 1—You want no BUREAU OF COMPLAINTS in so far as Footwear is concerned if you take up a Slater Agency. Try a ready to ship order, if we are not represented in your town.
- 2—Each ready to ship order is composed of 144 pairs of the BEST SELLING LINES IN POPULAR LASTS AND LATEST STYLES as follows:—36 pairs of \$4. shoes, 3 styles; 84 pairs of \$5. shoes, 7 styles; and 24 pairs of \$6. shoes, 2 styles.
- 3—You are "King of the Castle" in your particular town when you adopt a Slater agency. The franchise is exclusive.
- 4—We stand by our agents. The infallible firm does not exist, but we are reasonable.
- 5—When matters go right business becomes an even greater pleasure. A Slater agency helps towards this end. Try a ready to ship order.
- 6—Past results are the surest guarantees for future success. That is why we are able to talk with so much confidence, and again advise a ready-to-ship order.
- 7—We do not transact business on the "get there, never mind how" style, but we attain our object all the same. OUR OUTPUT LAST SEASON WAS THE GREATEST IN THE FIRM'S HISTORY. Two potent factors which contributed to this end were our prestige and good will. We are not likely to sell our hirthright for a mess of pottage.
- 8—Fashion has revealed many secrets, and yet her folder seems to contain an unlimited supply. The Slater Company has first call upon her best designers—hence you are kept a point in front of your rivals.
- 9—A satisfied customer is a living advertisement for your store. We pull the customer to you—the goods and you do the rest. Try a ready to ship order.
- 10—Our travelers are "qui vive" men and being in constant telegraphic communication with them we can soon put you in touch. We await your commands.
- 11—One new agent writes:—"Hoping soon to reap mutual benefits from a line of goods I have always known were the real thing, as, personally, I always wear your shoes." The proof of the pudding again. Become an agent.
- 12—Pardon our seemingly undue persistency, but we ourselves are daily learning something new. Try a ready to ship order.



A Slater Shoe Agency acts like a

If not represented in your district send us a post-card for particulars of our Exclusive Agency and ready-to-ship orders, and they shall be mailed per return.



We help the go-ahead man to expand, and give him a strong send-off in advertising. Write us at once and get ahead of your competitors.

ALL GOODYEAR WELTED

ALL GOODYEAR WELTED

THE SLATER SHOE CO., LIMITED - MONTREAL

The Columbus Rubber Company of Montreal, Limited.

We beg to announce to the trade of Canada the formation of the Columbus Rubber Company, of Montreal, Limited.

This Company has been incorporated by Mr. J. I. Chouinard, proprietor and president of the Regina Shoe Company, Limited, and of J. I. Chouinard (Jobbing House) Montreal, who purchased the plant and business of the Corona Rubber Company.

The plant has been thoroughly overhauled and placed in first-class shape. With additions to be shortly completed, 5,000 to 6,000 pairs of rubbers a day can be turned out.

New patterns and lasts, the very latest American designs, have been secured, and a complete range of rubber boots and shoes will be made—"Columbus" and "Minto" brands, first and second quality, respectively.

Mr. J. I. Chouinard will be president and general manager of the new company, Mr. Jos. Gravel, assistant manager and general sales agent; Mr. R. E. Coughlin, superintendent.

The trade are assured of high grade rubber footwear, scientifically made, and up-to-the-minute in style.

THE COLUMBUS RUBBER COMPANY
of Montreal, Limited

J. I. CHOUINARD,
Pres. and Gen. Manager.

Sensible, Saleable Surpass Shoes

Surpass Shoes make their appeal to you and to your customers on service rather than on style.

Style is considered of course, but is provided not so much as a feature of Surpass Shoes but more as a help to sales.

Surpass Samples for Fall 1912 will please you with style because there is just enough of it to make selling easier, but not enough to make the shoes freakish.

As for shoemaking—there is over fifty years experience in one of the best factories in the Dominion behind every Surpass Shoe.

Be sure you see the Fall samples.

THE LOUIS GAUTHIER CO.
QUEBEC LIMITED QUEBEC



FISK PATENT LEATHER IS RELIABLE

It eliminates factory troubles, as it will not check or crack. It cuts economically, works easily, is distinctive in appearance and makes shoes of refined quality.

In short, it is a perfect leather.

FISK LIMITED

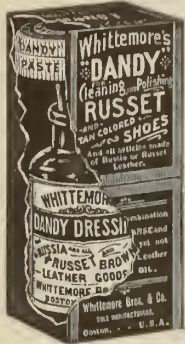
6 St. Helen St.,

Montreal

Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World.

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

"ALBO." Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a *zinc-tin* box with sponge (see cut) Retail 10c. Each cake in a handsome *aluminum* box with sponge. Retail 25c.

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

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)

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

"QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retail for 10c. and 25c.

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

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

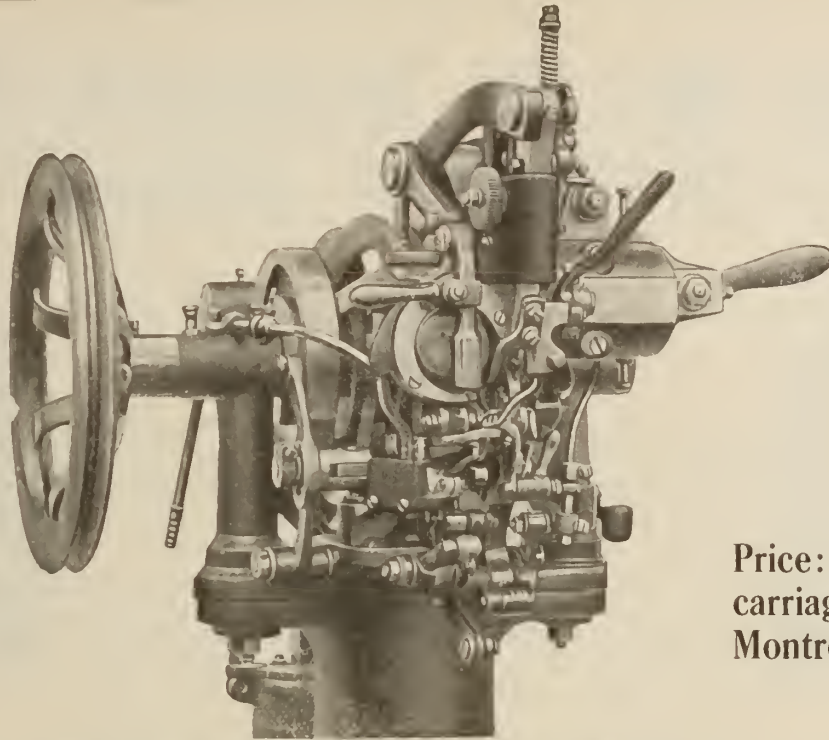
Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

**The
Stanlock
Stitcher**



This is the finest machine ever built, and has unique advantages for heavy work

Price: Duty and carriage paid to Montreal, \$1,000

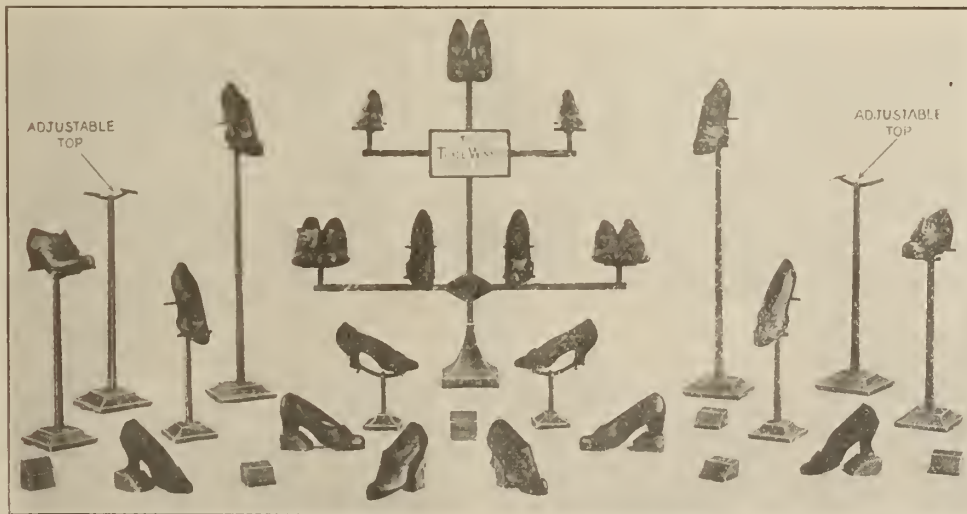
WRITE FOR PARTICULARS OF THIS MACHINE

The Standard Engineering Company Limited

Evington Valley Road ————— Leicester, England

A COMPLETE WINDOW OUTFIT

**\$
15**
**ORDER
TO-DAY**



**\$
15**
**"THE
BETTER
WAY"**

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

**82 QUEEN ST. NORTH
HAMILTON - CAN.**

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS
 Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.
 Stocks held by C. Parsons & Son, Limited, Toronto

YOU — YOUR CLERKS — YOUR BUYERS

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Sample copy of any paper you're interested in sent free.

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THE DRY GOODS TRIO

- MEN'S WEAR**, 5th each Month
Clothing and Furnishings.
- READY-TO-WEAR**, 15th each Month
Garments and Furs.
- DRY GOODS RECORD**, 25th each Month
Dry Goods Only.



- SHOE AND LEATHER JOURNAL**
Issued 1st and 15th each month.
- BAKER AND CONFECTIONER**
Issued 5th each month.
- PAINTER AND DECORATOR**
Issued 20th each month.
- FUNERAL DIRECTOR AND EMBALMER**, Issued 28th each month

ACTON PUBLISHING CO., LIMITED, 59-61 JOHN STREET, TORONTO

Place this name on your list for "Dry Goods Record", "Ready-to-Wear", "Men's Wear", "Shoe and Leather Journal", "The Furniture Journal", "The Baker and Confectioner", "The Funeral Director and Embalmer", "The Painter and Decorator", (Three Papers \$2.00 a year) (Two Papers \$1.50 a year) (Any One Paper \$1.00 a year). Find enclosed \$2.00, \$1.50, \$1.00. (Each Paper additional \$1.00).

Date.....

This Subscription is sent by

Name.....

Town.....

50c. extra for any one paper to SHOE AND LEATHER JOURNAL subscribers.

Province.....

A Dull Mat That Cuts Well

You know how much you can save by cutting one stock in preference to another. Exact grading means a whole lot to you. You will find that

“ACTON” MAT CALF

is one of the money saving kind.

We claim nothing miraculous for it—it is simply an excellently tanned and dressed skin that is graded with unusual care.

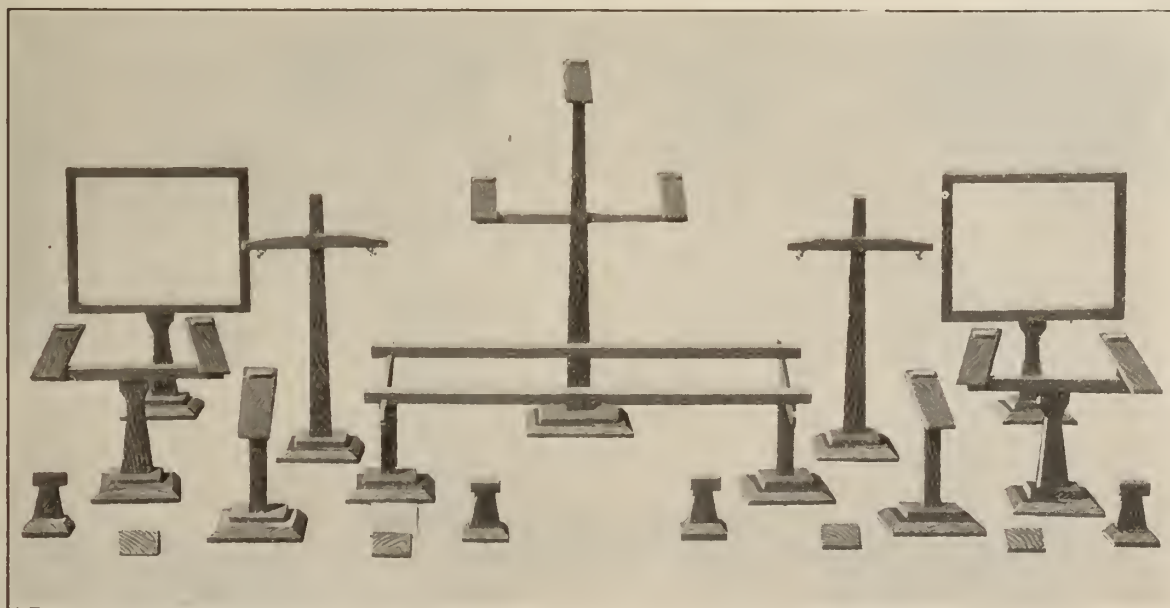
A sample order can be shipped promptly if you write soon.

BEARDMORE & COMPANY

MONTREAL - ACTON - TORONTO

PACKARD'S BIG OFFER

\$6.50 Per Set



\$6.50 Per Set

Holds Twenty-Five Shoes
Each Shoe Given
an Individuality

**A Complete Window
Display Outfit for \$6.50**

Made in Mission Finish in Up-to-Date Style

Neat, Strong and Practical
Make Your Window
Your Best Salesman

L. H. PACKARD & COMPANY, Limited, Montreal, P.Q.

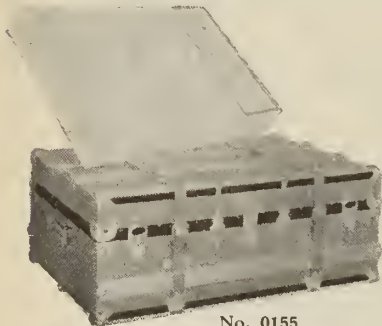
Making Good in Rough Places

Prospectors, miners, surveyors, contractors, farmers, river drivers, etc.—the men who wear Dayfoot boots and shoes—subject their footwear to a strain that only honest leather and honest shoemaking can withstand.

The unsurpassed reputation of the "Dayfoot Shoe" has been won by almost seventy years adherence to their motto, "Solid leather clear through."

The climax of this long development is the Dayfoot range of high cut Goodyear Welts. Every line has special points that produce water-repelling and wear-resisting results above the ordinary.

C. B. Dayfoot & Co'y.
GEORGETOWN - ONT.



No. 0155

No. 0155—Steamer trunk, regulation berth height, a very strong trunk at low price, fibre binding, angle steel edges (this is not the ordinary tacked-on strip of sheet iron, but heavy gauge angle steel), long hinges which overlap cover and act as knees, valance clamps, dowels, strong bolts and corners and good lock, three straps on bottom, leather straps, lined with printed paper: 34 in., \$6.75; 36 in., \$7.05; 38 in., \$7.35.

Two Sure Winners in Your Trunk Department

No. 133—A big roomy trunk very strongly made, front and back cover, edges protected with heavy vulcanized fibre, three slats all around body, four on bottom; extra strong dowels, bolts, corner and valance clamps, hinges, etc.: heavy leather straps; linen lined; tray 7 inches deep, with folding cover: 34 in., \$10.75; 36 in., \$11.45.

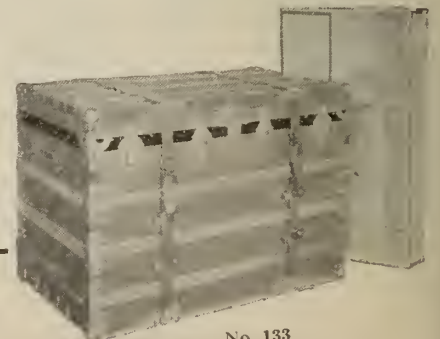
These new lines are already popular, both the styles and prices are right.

J. Eveleigh & Co LIMITED.

MONTREAL

"The Big Baggage Makers"

Branches: WINNIPEG, CALGARY, VANCOUVER



No. 133

PACKARD'S

"SPECIALS"



Combination Polishes

Each box contains a 4 oz bottle of Liquid and a 2 oz tin of Paste.

BLACK, TAN, OX BLOOD, Etc.

Large Size

PONY SIZE

2 oz Liquid and 1 oz paste
BLACK AND ALL COLORS

Black "O" FOR BLACK SHOES

Tan "O" FOR TAN SHOES

A combination of the Liquid and Paste



Patent Leather Cream

IN BLACK, RUSSET and WHITE

25 cent size



"HUB" Patent Leather Cream

Retails at 15 cents



WHITE "O"

For cleaning White Canvas Shoes, etc.

- In Paper Wrappers
- In Paper Boxes
- In Wood Boxes
- In Zinc Boxes

WATERPROOF PASTE

In 2 oz Round Tin Boxes

Black, Russet, Pat. Leather, etc.



LADIES' SPECIAL — BLACK DRESSING

A Self-polishing Liquid applied with sponge attached to cork.

Put up in 6 oz bottles.

Retails at 25 cents.



French - Glycerine

FOR LADIES' BLACK SHOES

A Self-Polishing Liquid, put up in 3 oz. bottles. A very popular line. Retails at 10 cents. And 40 other lines of

SHOE DRESSINGS

Manufactured by

L. H. Packard & Co., Limited
MONTREAL



THE Smardon
TRADE MARK
SHOE

Below is shown one of our many new Fall business-getters

SMARDON SHOE CO.

533-535 VISITATION STREET
MONTREAL



Women's whipcord cloth quarter patent vamp welt

GET YOUR FINDINGS IN NOW

*Before the Selling
Season is Under Way*

THE best selling season for findings, especially laces and polishes, is just commencing. Look over your stock and send in your order to-day.

☞ We have everything in Laces, including silk and mercerized, in all widths, colors and lengths.

☞ We stock the best brands of polishes—blacks, tans, white cleaners, etc.

☞ Your orders will receive prompt and careful attention, as we are equipped to supply the smallest repair shop or largest shoe store. Put our service to the test.

BEAL BROS. Limited
52 Wellington St. E.
TORONTO



Steady Business Regular Profits

With rubbers being discarded and dusty streets coming soon your shoe dressings will be moving fast.

Lay in a stock of goods that will sell readily and steadily.

Boulevard Shoe Dressing sells regularly and profitably. It pleases the consumer and makes money for you. It is known.

Feature "Boulevard" and make money. Prompt Shipment. We also make Diamond Brand Harness Dressing for manufacturers.

**American Dressing & Sundry
Company**

Manufacturers of Leather Dressing and Blacking

232 St. Charles Borromeo Street, Montreal

Shoe and Leather

— Published Twice a Month. —

Journal

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Vol. XXVI. No. 8

TORONTO, APRIL 15th, 1912

\$1.00 per Year — In —
Advance

How Ambitious Shoemen Would Start In Business

The Way In Which They Would Invest \$2,500 Capital—Location, Stock, Fixtures, Rent and Buying Arrangements] Discussed—Prize Winners Go Thoroughly Into the Whole Situation—Various Appropriations

"How I would start in the boot and shoe business on a cash capital of \$2,500" was answered by retail shoemen and salesmen in various parts of the Dominion. The replies demonstrated that the contestants devoted much thought and study to the problem and went thoroughly into all phases of the proposition. Some dwelt particularly on one element, and others featured totally different aspects of the question.

The task of arriving at a decision was therefore no light one. The prizes are \$10 for the first, \$7 for the second, and \$5 for the third, and have been awarded as follows:

- 1—A. L. Wright, Peterboro, Ontario.
- 2—D. J. M. McGeary, Saskatoon, Sask.
- 3—John Maw, Ormstown, Quebec.

In addition to the above, a special prize of \$3 has been awarded Arthur L. Wilson, of Hamilton, Ontario, for his excellent contribution. The replies of several others who are not among the winners will be published in later editions of the SHOE AND LEATHER JOURNAL.

Much interest was aroused in the contest, and responses were even more numerous than in the \$1,000 competition, the results of which were announced in the April 1st edition. The sub-joined articles are full of instruction and suggestions to the trade, and will be found worthy of careful examination, and even preservation for future reference.

Be Sure You Are Right; Then Go Ahead

By A. L. Wright, Peterboro, Ont.

We will suppose in starting that I am located in a manufacturing town of ten to twelve thousand population, and that the surrounding district is a farming one, which makes the town its centre, and thereby supplies a good country trade to my town. Also suppose I have been for several years with one of the representative shoe establishments of the town, and have become well known and liked by the shoe buying public. Then I decide, having \$2,500 in the bank, to open up for myself. After ascertaining that there is trade enough to warrant the support of another shoe store, and having been fortunate enough to find a good stand on the main street (rent to cost me from \$35 to \$40 per month); I secure my lease, and am ready for a start.

After making arrangements for remodeling, painting, etc., I would fill the windows with large "placards," announcing the opening of the store on May 1st, with a well selected line of "high-grade" footwear, also a grand opening display of novelties in spring and summer footwear from the big "fashion

centres." Then four or five large billboards throughout the town would carry the same for two or three weeks previous.

One week before opening I would have distributed in town and outside, 5,000 circulars, well illustrated with cuts, and promising a really sensational showing of good, honest footwear, and altogether different from the lines usually seen, and "fair" in price.

Having secured the agency for the famous "Invincible" (made in Toronto) shoes for men, to retail at \$5, \$5.50 and \$6, and women's "Patricia 1912" (Montreal made), \$4, \$4.50 and \$5 line, I would divide my capital as follows:—

Men's boots and oxfords, to sell at \$5 to \$6, including buttons and bals, gun metals, tans, patents, vicci kid	\$850.00
Men's gun metal, tans, patents, bluchers, buttons, and oxfords, to sell at \$3.50 and \$4	250.00
Men's box calf, kip and grain bluchers, from \$1.75 to \$3	150.00
Women's gun metal, tan and patent, button and bluchers, to sell at \$4, \$4.50 and \$5, including oxfords in all three leathers, but at one price only, \$4	250.00
Women's G.M. and tan button and blucher (one line of patents), to sell at \$3 and \$3.50....	185.00
Women's popular priced oxfords, \$1.75, \$2, \$2.50, \$3, including three lines of slippers.....	200.00
My boys' lines would consist of:—	
One gun metal blucher balmoral, at	\$4.00
One tan calf blucher balmoral, at	4.00
One box calf blucher balmoral, at.....	3.00
One box kip blucher balmoral, at.....	2.25
One grain blucher balmoral, at.....	2.00
One dongola blucher balmoral, at	1.75
	130.00
Youths' grain, box calf and box kip bluchers, at \$2.25, \$2, \$1.75 and \$1.50, respectively.....	85.00
Misses' box calf, dongola and pebble bluchers, at \$2.50, \$2, \$1.75 and \$1.50, respectively..	100.00
Children's and infants' lines, box kip, tan calf and chocolate and dongola balmorals and buttons, including soft sole lines	100.00

Total cash for shoes

My balance of cash would be applied as follows:—

One second-hand cash register	\$ 40.00
One silent salesman, showcase	40.00
Stock of men's and ladies' hosiery	60.00

Note.—Every shoe customer to be solicited to buy hosiery with shoes.
Then, finally, my findings, including "polishes" (best Canadian only), laces, brushes, lifts, trees, arch supports \$ 60.00
\$2,500.00

My next move would be to notify my numerous acquaintances among the jobbing trade of my prospective venture, telling them squarely my capital, standing with the trade, prospects, etc., and after inspecting their samples, placing my orders for medium class lines, buying few lines, but plentifully of same, terms 60 days, net. This system of short dating would give "close prices," and still time enough to turn a portion of stock into cash, thereby giving me a steady working capital, which if handled properly, should be ample financing. My rubber order would only have to be placed now, in order to insure shipment by October 1st, following, payment for same due January 1st following.

I should place order for rubber goods, overshoes, etc., to amount of \$800.

My Financial Accommodation—While it would certainly safeguard me to have recourse to a certain amount of cash, say, from \$1,000 to \$1,800, which I could borrow in necessary sum at a nominal interest of 7 to 10 per cent., for purpose of taking advantageous discounts, etc., and giving security on my capital invested in stock, I would be very cautious about using this means except in exceptional circumstances. Still, this would have to be arranged as an important and necessary accommodation.

My Advertising—I would figure to cost \$10 per month, \$7 for an eight-inch, single-column space in the leading daily paper, and balance for 3,000 circulars per month, also electrotypes, most of which would be supplied by me by the makers of my best lines.

Finally, I would bind myself to four resolutions, and stand by them, each for success.

1st—To have and maintain the best dressed windows in town.
2nd—To ask a fair profit on every line sold, and "one price" only, always being able to look my customers in the face with a clear conscience in the matter of quality.

3rd—To be always "on the job" in working hours, "away from it" in all other hours.

4th—Systematize, plan, lay out my work, buying, help, service, etc., systematically. Then "Dig in for all I'm worth."

Watchword: "Success."

Do Medium Priced Trade in the West

By D. J. M. McGeary, Royal Shoe Store, Saskatoon, Sask.

In starting a shoe business on a capital of \$2,500, first of all I would choose a growing town in our great Canadian West, and would endeavor to do a nice medium-priced trade, avoiding as much as possible the cheaper goods, which is much easier to do out here than in the East. It would be necessary to have a good stand, and be sure to pay attention to style and wearing quality. My capital, according to these plans, is to be \$2,500; therefore every cent must be made to count, and only the greatest of care used in buying. The fewer number of houses bought from ensures better terms and service, and also prevents duplicating lines.

My plans would need to be made in the fall some time, to open business with the spring season, which is the better time of the year. It will be necessary to get in touch and in confidence with a good banker, and obtain from him a line of credit to the extent of about two thousand dollars, on condition that I take all the discounts possible, and also pay off the overdraft at least twice a year. Thus my financial strength would be all I could need for the first couple of years, and then more credit could be arranged, as I would have more of my own money in it.

My first buy would come to a total of about five thousand

dollars, to be ready to open up for business March 10th.

The proportion in the West would be about the following, viz.: Men's boots, \$3,000, consisting of a good staple assortment of men's medium and good working boots, then a good selection of dress shoes, a few lines well chosen and of good quantities.

Women's boots, \$1,250, in medium priced and dressy boots, all good style, with a fair assortment of staple goods.

Children's, misses', boys' and youths' boots, to the extent of \$500.

Rubbers to the extent of about \$175.

Findings and accessories to the value of about \$75.

I would set aside \$500 for fixtures, and by paying cash for them would obtain the full value coming.

As to rent of store, I would judge that about \$75 per month would be correct to obtain a good desirable stand. Now this bill of \$5,000 worth of goods to open up on would need a little extra dating for a start, which, of course, would need arranging. In the regular way good terms are May 1st, two per cent. ten days. By having a month's extensions on the dating and the notes arranged one, two and three months, viz.: June 10th, \$3,000; July 10th, \$1,000; and August 10th, \$1,000, the sales would not need an overdraft.

Now respecting oxfords and slippers. I would buy about \$1,500 worth, to be shipped in April, proportioned as follows: Men's, \$500; women's, \$700, and children's, \$300. As I was doing all the buying, I could from one or as few houses as possible, I believe I could arrange this \$1,500 to come due on Sept. 10th.

An allowance for advertising should be about \$300, and should include everything that could be classified as publicity.

As to salary paid myself and any help I should need, would be about \$175 per month. For fall I should buy about \$6,000 worth, to be proportioned as locality, conditions of trade and stock would suggest. From the plan outlined, at the end of twelve months, I should have a balance in the bank of \$350, and a stock that at invoice value should be \$2,633.33.

Figuring out the amount to be added to invoice or selling price to be fifty per cent. above invoice price: Thus a total buy of \$5,000 plus \$1,500 plus \$6,000, equals \$12,500; plus fifty per cent. is \$18,750. At the rate shown, sales estimated are \$14,500 for the twelve months. Thus \$4,250, less percentage, would leave stock on hand at inventory price to be \$2,633.33. Therefore a profit percentage of eighteen per cent. is declared, viz.: \$2,633 plus \$350 cash in bank, is \$483 net profit on the \$2,500 invested.

Estimated sales for the year from March 10th to March 10th, \$14,500.

Rent, \$75 per month.

Salaries, \$175 per month.

Advertising, \$300 per year.

Freight, \$200 per year.

Sundries, \$100 per year.

Notes coming due to the extent of \$12,500, and at stock-taking at the end of the year we have a cash balance in the bank of \$350. As I figure it stock on hand at invoice value is \$2,633. Making a gross net profit of \$483 on a cash capital of \$2,500 leaves a net percentage of eighteen per cent.

Careful Buying Means Success

By John Maw, Ormstown, Que.

"How I would start in the shoe business on a cash capital of \$2,500," may at first thought seem a simple problem, but the question requires thought, experience and good judgment in buying, and selection of goods suitable to the wants of the people in the locality in which one would start. In the first place it is supposed that one has secured a suitable business stand on some good business street, and that the building is ready to receive your stock and fixtures.

Now, how shall I spend my \$2,500 cash for goods to start my

(Continued on page 57)

Figure From the Selling Price, Not the Cost Price

It Is Advisable for the Shoeman To So Mark His Goods That He Will Know How Much of Each Dollar Taken In Belongs To Him As Profit—How To Do It—Should Keep Record of Sales Made Each Day

By J. C. WALKER

There has been considerable discussion recently in various trade papers on the all important problem "Do Retailers Figure Their Profits Right?"

Some criticism has been expressed regarding a widely read article which appeared lately in the *SHOE AND LEATHER JOURNAL*. It is well to state in the beginning that there may be more than one correct method of figuring profits. It is not contended that the old method of using the cost of the goods as the basis from which to figure the percentage of profit and the cost of doing business is mathematically incorrect. All arithmetics teach that the cost of an article should be the basis from which to start figuring rates of percentages. However, the same results may be obtained in another way, that to our mind, is much more satisfactory, more easily figured, and much safer for the merchant.

For instance, we will assume that a merchant's volume of business is \$100,000 a year. His expense of doing business is \$20,000 per year, and his profits are \$10,000 per year. This leaves the cost of the goods sold at \$70,000, or in other words!—his expense of doing business is 20% of his sales; his profits are 10% of his sales and his cost of goods 70% of sales.

Figuring It In Another Way

This problem may be figured just as correctly by using the \$70,000 as a basis and dividing it into the \$20,000 and \$10,000 to get the prospective rates of expense of doing business and profits. But this is what frequently happens, using the same figures as above for volume of business, expense of doing business and profit, he

figures as we have above that it costs him 20% to do business and he wishes to make 10% profit or \$10,000 profit on \$100,000 volume of business—then he marks his goods in a way that he believes will bring him this profit and this 20% plus 10%, which is 30% of the first cost of his goods.

If a fitted club bag cost him wholesale \$10.00, he will mark it at \$13.00, figuring that 20% or \$2.00 will cover the expense of doing business and 10% or \$1.00 will give him his desired profit. As previously shown, these profits were determined on the selling price of goods and it therefore costs him 20% of \$13.00, or \$2.60 to sell the bag, leaving him only 40c. as profit.

What Becomes of the Difference

If all of his goods are marked in this same manner, instead of having \$10,000 profit at the end of the year, he will have just \$4,000, and he wonders what became of the difference between the \$4,000 that he has when he closes his business for the year and the \$10,000 which he thought he provided for when he marked his goods.

What he should have done was to have added together his 20% expenses of doing business, and 10% profit, making a total of 30%. This, subtracted from 100%, would leave 70%, which represents the cost of goods. Divide this into the \$10.00, the cost of the bag, and we find that the selling price of the goods should have been \$11.29; 20% of this would be \$2.86, which would be the expense of doing business and \$1.43 would have been left for profit.

This same result could have been obtained of course by using the \$10.00, first cost of the goods, as the basis, but in that case

ONE OF ONTARIO'S MOST ATTRACTIVE SHOE STORES



The C. E. Clement shoe shop in Chatham, Ont., is one of the brightest and roomiest in the province. It is 125 feet deep, 24 feet wide, with 12 foot ceilings. The shelving runs up only 8 feet, uniform cartons are used, and traveling goods are handled to the best advantage. Flowers and potted plants add to decorative scheme. There are beautiful mirrors in every third section of the fittings.

his rate of expense for doing business would have been 28 6-10%, and on a basis of 10% of the selling price for profit, his rate of profit would have been 14 3-10%.

How Much of Each \$1 is Profit

It is certainly more satisfactory for a man to mark his goods so that he will know how much of each dollar taken in over the counter belongs to him as profit and how much must be set aside to cover the expense of doing business and how much represents the first cost of the goods.

To use the foregoing illustration on the basis of \$100,000 volume of business, out of each dollar taken in over the counter, 10c. belongs to him as profit, 20c. must go toward paying the expense of doing business and 70c. must cover the cost of goods sold.

By figuring in this way, he is enabled at any time to determine from a recapitulation of his sales just what his profits to date should be. It also enables him to determine whether he is keeping the expense of the business within the 20% which he estimated should cover all items properly chargeable to the expense of handling the business. Seventy per cent. of his sales should also represent the cost of the goods sold.

Daily Sales Record Needed

You will see from this how simple a matter it is to secure all

of these figures from a daily sales record where much time and effort would be required to secure the same data if you had to go back to the cost of the goods.

There are a number of advantages in figuring from the selling price rather than from the first cost of the goods, not the least of which is the fact that you always have before you the selling price of the goods sold and scarcely ever the cost price.

We do not wish to be understood as saying that this is the only correct method of figuring profits. In fact, it is simply reversing the percentages in order to make it easier for the merchant to know from day to day or from month to month whether his business is realizing the profits that is anticipated when marking his goods.

Don't fail to "hook up" your window displays with your advertising. They should pull together.

Don't forget that the window, like newspaper advertising, is intended to bring results.

Don't ever dress the window for any purpose other than as a means to advertise your goods.

Don't allow your window display to shut off the view of the inside of the store.

Don't fear people will think you have not the stock just because it is not all in the window.

A CAPTIVATING STORE FRONT COSTING \$1,000



One of the most attractive of the new store fronts recently put in is that of George Naylor & Company, Ingersoll, Ont. A good illustration is given herewith.

This front cost \$973.57, after using all the glass from the old one. This amount does not include the inlaid hardwood window bottoms, the bills for which had not yet been received.

The work was all done by day labor, and not by contract. Estimates were received from two firms, and were thirty to fifty per cent. higher than the actual cost. The woodwork outside

is of the best quality pine, and inside of the best quality chestnut. The entrance is tiled, and there is a fourteen-inch shelf in each section of the windows and across the back.

In these windows it is possible to show seven distinct trim without using the shelves, the display of shoes being in the second section on the left. The whole effect is very attractive. The idea was adapted from a drug store on Yonge Street, Toronto. The layout is such that a passer-by gets the impression that the store is much larger than it really is.

Make Your Windows Pay the Rent of Your Store

Some Pertinent Remarks on Window Dressing and Card Writing by A. A. Daoust—Show the Spring Spirit Now in Displays—Spend Your Money to Good Advantage and Fine Results Will Follow

Going along the street and observing the different windows on display in any town or city, it is surprising how very few of the different displays seem to bring out the spirit of the season. For instance, many people do not seem to understand what spring decorations should be like.

Everything in the spring should be light in color. This rule is more in evidence by its abuse than its use. Very many merchants will use as dark colors as in the fall. This makes everything about the display very heavy-looking. This is especially noticeable in very small windows.

Show the Spring Spirit in Displays

The spring spirit is something different from sombre effects. Every display should be worked out in pale colors. To harmonize with the sunny days of spring, all display materials should be light in color and bright in appearance.

It is hard to understand why otherwise good business men will give so very little careful attention to their store fronts. Shoe men are especially lax in this regard, judging by appearances. You can pass some of these stores every day in the year, and never see anything but a commonplace display, and the only reason such stores stand up to the strenuous competition of today is because so many other stores are in the same class. No man is going to take much interest in a store that does not take enough interest in him to make a good display to attract his attention.

Money Not Spent to Advantage

On the other hand, some merchants who *do* spend a little on their windows do not seem to put their money to good advantage. For instance, I have noticed fall artificial flowers in spring. This may seem rather ridiculous to the reader, but it frequently happens, showing a lack of judgment and good taste. Of course, good display taste is to a certain extent a gift, but it is surprising how it can be cultivated by making a careful study of the different display subjects as they come up from day to day. If the trimmer will put his heart into his work, the effect will be quite evident to the most casual onlooker.

Anyone can put in a window display that looks as if it had been thrown in, but to put in a nice, well-balanced trim requires much more thinking than one would imagine. Much of this thought is necessarily expended on the problem of how to make a small expenditure go as far as possible, also in using care that everything harmonizes so as to bring out pretty and striking effects.

The Wrong View Point

Many merchants look at window dressing from the wrong standpoint. They will spend, for instance, \$50 for a few newspaper ads., but if they were to spend the same amount on window decorations, they would expect them to last for a year. Of course, all decorations should be used again in different settings, providing they are still good, but it is too much to expect that they should last for an unlimited time. The ad. itself that the city merchant paid, let us say, \$25 for, probably was inserted but once. If business were good the day after, he undoubtedly was satisfied; therefore why should the same amount of money spent on window trims be considered askance, especially when this expenditure will often suffice for a month or more?

Coming right down to "brass tacks," window trimming is advertising, just as much as is newspaper advertising. It should be so considered. The newspaper instructs the public that you

are at a certain spot, and that you have certain goods to sell. Now, when the public gets as far as your window, the display therein should bring out what you have to sell to its best advantage. It is almost useless to advertise, unless you have good displays to back up your newspaper talk.

The Part Show Cards Play

Do not overlook the value of show cards as a valuable component factor in all displays. A window without a card is like a store without a salesman. A pile of shoes in a window does not tell the passer-by much that he already does not know. He receives no incentive to buy, he is given no reasons why he *should* buy. The card lends point to the display, and helps to arouse the onlooker to action—at least to enter the store, and then it is "up to" the salesman.

Never put in a trim without a card. It answers any unspoken questions in the prospective buyer's mind, and saves the salesman's time, because if the former is not interested, he will not bother with the latter.

A Broad Field for Shoe Salesmen

Many young men in shoe stores have a few hours every now and then that they can put to advantage by learning card-writing. Personally, I do not consider that a man needs a correspondence course to become an expert card-writer. A set of brushes and a few shoe box covers will do for a start, and he will be surprised at the progress he will make in three or four months. It is all *practice* and taste; the former means work, and the latter can be gradually acquired, if not naturally inherent. I had three brushes, and used an old cardboard to start with. I *practised*. That tells the story. I would be terribly ashamed to look at those first efforts now, but the start has to be made, and no one should allow himself to become discouraged over seeming failure at first.

Displays Pull—Here's the Proof

Some time ago an American firm spent a considerable sum on window improvement. As a proof that they are on the right track, note a little incident that took place during the alterations. While these were going on, of course no shoes were displayed. But one day the men failed to show up, and on this day the firm had just received a new lot of fall styles. They cleaned out the windows and displayed these styles for that day only. With what result? Twenty-six pairs of these new styles were sold just from that one day's display in a window undergoing alterations: they were not advertised in any other way. That firm believed enough in window dressing to spend equal money for that purpose and for newspaper advertising.

Does Not Favor Novelties

"Undoubtedly the average shoeman loses more than he makes on novelty shoes, or lines than cannot be considered as staple sellers. I have talked to retailers in centres from coast to coast, and I have found that invariably, the merchant who is not a careful buyer and a man who gets a good price for his goods, loses money."

This is what an experienced salesmanager remarked recently in discussing profits in shoe retailing. There is food for considerable thought in the few words. It is surprising how many lines are sold by the average shoe merchant at prices which enable him to make very little profit. The fear of competition, the lack of backbone enabling a man to conduct his business as he knows it should be conducted, is often the reason of failure to sell at a profit.

Some Stray Shots from "Solomon"

There are some people who seem to think there is a sort of virtue in what they call "standing pat." A certain statesman of bygone years is reported to have said that the sort of friend he appreciated was the one who stood by him when he was wrong. There is too much of this "standing pat," even for friendship's sake. "He that saith unto the wicked, thou art righteous, him shall the people curse." The man who "stands pat" in the crookedness of another is worse than the evildoer himself, for he endorses wrong without even the excuse of directly benefiting. There are men in this world, however, who are so crooked in the grain themselves that they glory in the twists they see in others, and will call black white or crooked straight any day to promote the cause of evil. When once the world finds him out its fury against the endorser of evil is tenfold more bitter than of the man who actually does it. The man who finds himself making excuses for crookedness or "standing pat" on the side of wrong had better look out. There is ahead of him a reckoning time.

Justice is pictured as blindfolded to indicate impartiality that may not be turned aside by sight. Most of us are weak enough to be biased in judgment by appearances. "It is not good to have respect of persons in judgment" and yet, almost every day, we are moved in our judgment of things and persons by our feelings and prejudices. It is rarely the case that we are found administering the same impartiality to the Italian laborer or Jewish peddler that we do to the influential politician or the powerful capitalist. It is said of Diogenes that when Alexander the Great visited him he found him silently occupied with his tub. "What can I do for you, Diogenes?" asked the mighty monarch. "Get out of my light!" promptly replied the philosopher. It is astonishing how busy we are when some timid woman calls to ask a subscription for an orphanage, and on the other hand how much time we can spare for our big friend on the hill who wants to discuss with us golf strokes or chicken raising.

Constant change is as dangerous as running in ruts. There are people who imagine that "enterprise" means always doing something new. Change for the sake of change is bad policy. "Off with the old and on with the new" only when you are certain that the new is better. "Meddle not with them that are given to change." The fellow who is everlastingly changing everything from his hat to his whiskers drops his friends and his principles as easily as he sheds his coat or his opinions. These lightning change artists, whether in church, lodge, business, or politics, are the fellows who keep everything messed up. One salesman of this sort in a shop will upset the whole establishment in less than a month. A certain amount of change is necessary and healthy, but confidence is destroyed in most cases where one never finds the same thing twice in the same place, or the same thing done again in the same way. The Latin races on this continent, in Mexico, Central and South America are apt illustrations of the Wise Man's warning.

There is more or less dissatisfaction and unrest amongst business men to-day with regard to the ease with which some men acquire wealth and position. With this comes a certain amount of envy and fretting against the conditions of ordinary business life, and this is finding expression amongst the younger generation of business men, particularly amongst clerks and salesmen. "Fret not thyself because of evil men neither be thou envious at the wicked," and again: "Fret not thyself because of him who prospereth in

his way, who bringeth wicked devices to pass." We need held up to us more than is being done the joy and gladness of duty done without respect to the financial reward. We need to have impressed upon us the fact that "man shall not live by bread alone," and that life "consisteth not in the abundance of the things that a man possesseth." If you are plodding along at the old stand—"fret not." If you are making enough to keep the wolf from the door and are helping to keep the devil out of your own home and that of others "fret not." If you are doing something more for your day and generation than gathering coin and wearing jewellery, "fret not."

When Aeschines was leaving Athens to fulfil his sentence of banishment, the result of the splendid but scathing arraignment of Demosthenes, the latter insisted on his enemy accepting a monetary gift. There is such a thing as magnanimous clemency, and there is the other kind. There are men who pride themselves on never "letting up" on a foe until they have seen him bite the dust. "Rejoice not when thine enemy fall the and let not thine heart be glad when he stumbleth." It is one thing to fight like a hero; it is another to war like an Indian, who, after killing his foe, takes his scalp. Are you a savage who gloats over spilled blood rather than over victorious right? Have you a heart big enough to sympathize with the man on the losing side, even where he has been your determined foe? Every time a man encourages the dog in him he becomes that much less a man. There is that in every one of us which, if given its fling, will bring us to the level of an Eskimo husky.

"In the multitude of counsellors there is safety." There may not always be wisdom but there is certain to be discretion. The salvation of the State as well as an organization lies in the man who says "Go slow." Even if the others do not go as cautiously as he wants them to, they are usually the better for the restraining advice. The "one man" organization is all right, if the right man be at the helm, but even he, to be successful, must realize like Rockefeller, Carnegie and others, the necessity for gathering those about him whose counsel is worth considering. There is not as much of the "one man" success about as people imagine. Of course in a multitude of "moss back" counsellors there may be stagnation, but the wise man is he who knows how to listen well and then go ahead with a few spare ideas besides his own to fall back upon. The man who said the best committee to handle a proposition was that of three with one down with typhoid and the other with a broken leg, was evidently one of those "one man" cranks who believe in doing things "off their own bat." Two heads are better than one, even if one be a wooden head.

One of the scourges of life is the fellow who sneers at everything. He never says or does anything worth while himself, but is always unloading his criticisms with regard to those who are trying to do something. The "seat of the scornful" is usually the seat of the lazy, as well as the wicked. There are two classes of people who find fault: those who are too lazy or stupid to do anything themselves and those with a disposition to envy those who attempt things. It is an easy thing to become a "critic," and the step from decent criticism to mean scolding is not very great. When you catch yourself occupying a back seat weighing the motives and actions of others give yourself a shake. "The scorner is an abomination to men. You will not be long in the back seat until you are cast out by me as good for nothing but throwing dirt on those that are better than you are. Get into the habit of looking at the best side of everything!

Fancy Trimmings and Freak Styles Add to Cost

Not Possible to Make a Leather Shoe of Equal Quality and Style To-day at the Same Price As It Was a Year Ago—Reasons Why the Manufacturer Turns to Fabrics

Why shoes and leather are higher in price and the market conditions as they are to-day is succinctly explained in the following letter received by a well known Canadian shoe traveler, from August H. Vogel of the Pfister & Vogel Leather Co. of Milwaukee. Mr. Vogel says:—

"The manufacturer or merchant who finds it necessary to advance his prices at the present time does so with considerable hesitancy. He realizes that general business for various reasons is none too profitable or satisfactory; that the percentage of unemployed is large, and that throughout the world there has been a great outcry against the high cost of living. Under these conditions it is quite natural that a manufacturer should hesitate to mark up his prices when he fully realizes that even at the old prices business has been slow and that in spite of an increased selling force he has been unable to maintain the volume of his sales. If in spite of these adverse conditions he advances

his prices we can rest assured that he must have good and sufficient reason for so doing.

Buff Hides and Calf Skins

"Let us see how this applies to the leather industry. During January and February, 1911, buff hides ranged from 10c to 10½c, and Chicago city calf skins between 16c and 16½c. This year these same hides and skins are selling at 13¼c and 18½c, or at an advance of approximately 33 per cent. on hides and 15 per cent. on calf skins. Certainly such advances in raw material justify tanners in raising their prices, and in consequence we see chrome calf skins selling on an average of 3c per foot higher, chrome and vegetable tan cowhide leathers about 4c per foot higher, and sole leather 3c per pound more than at the corresponding time last year.

"From some of the interviews which have appeared in the



The foregoing is an illustration of a very bright and striking window, which was recently put in by J. D. McArthur, shoe retailer, of Guelph, Ontario. The framework is covered with pale blue sateen, while the background and sides are formed with Madras. The flooring is of white felt and the shoe stands are draped with green. The display is made all the more effective

by an artistic window card, calling attention to the spring lines, by a liberal distribution of flowers, and the use of neat price tickets. On a ledge just above the background traveling bags and suit cases are effectively shown. They are seen to excellent advantage along with several artistic cards directing notice to the representative lines which this store constantly has

press the public has gained the impression that the increased price of leather was not sufficient to necessitate an advance in the price of shoes. If these statements are true then the tanners of this country have certainly not had their fair share of the profit of the leather and shoe industry. I believe, however, that such interviews are given out for a purpose, that they are misleading and of considerable harm to our industry.

Give People True Facts

"The public should be given the true facts, and if this is honestly done no serious opposition to advances need be feared. *shoe of equal quality and style to-day at the same price as a year ago.* If this fact is firmly established then let us proceed to offer the consumer either the same shoe at an advanced price, or if he insists that at present conditions force him to economize, less style and fineness of leather, but equal durability.

"A large percentage of leather produced is constantly graded down, not because of inferior durability, but on account of slight grain imperfections, affecting only the appearance and not the wear. If there is a real serious need with us to reduce the present high cost of living why should the consumer not be taught the fact that fancy trimmings and freak styles add to the cost of a shoe; that extreme fineness of grain in the upper of shoes or pure white bottoms are not a necessity for service? These are essentials for some of us, but for such as the shoe pinches they are not.

Less Cattle Being Raised

"The public should also understand that the entire industry is dependent on a by-product, and that statistics clearly show that the production of beef, and with that hides do not keep pace with the increase of population. For instance, according to the last United States census of 1910, the total range and farm cattle are 61,225,791 head against 67,719,410 for 1900, a decrease of over 10 per cent., while the population for the same year is 92,174,515 for 1910, and 75,179,940 for 1900, an increase of over 21 per cent. If we consider in connection with these figures the constantly increasing demand for leather outside the shoe and harness industry, we must realize that the present prices cannot be temporary, but are tending upward rather than the reverse.

"We may have temporary depressions in business which will affect leather and shoes like all other commodities, but under normal conditions values must necessarily rule higher if the present ratio of beef production to population continues. The extensive use of fabrics last year already indicates in what direction shoe manufacturers are likely to turn to keep down the cost of shoes and provide substitutes for leather."

Shoemen Who Can Play Ball

The accompanying cuts show the healthy countenance of the boys who sell Classic shoes in London, and those who make the shoes in Galt. The relationship between baseball, Classic shoe-making and selling appears to be a fortunate one when it comes to contending for honors on the diamond.

The following was the standing of the clubs in the Merchants' League of the Forest City for the season of 1911:

	Won	Lost	P.C.
Classic Shoe Clerks.....	13	1	9.28
Butchers	9	5	6.43
Grocers	5	9	3.57
Bakers	3	11	2.73

The players in the Classic shoe nine from London are: Standing from left to right—W. Venton (business manager), C. Read, Frank S. Ashplant (manager), N. Wanless, F. McGilivray, W. Graham (captain), D. Coates (secretary-treasurer).



The champion "Classic Shoe" team of London, 1911

Bottom row—R. Goshaw, J. Pigeon, Ernest Cooper (manager), C. Legg and T. F. Stewart (league president).

In Galt in the Manufacturers' League the position of the contestants at the close of the series was:

	Won	Lost
Getty & Scott	8	2
Goldie & McCullough	6	4
Gardiners	6	4
Canadian Machinery Corporation.....	5	5
Galt Robe Co.	5	5
Canadian Brass Co.	0	10

The Classic shoe clerks and the Getty & Scott nine will soon be organizing for the coming season. Many admirers will hope that as successful a career may attend their efforts as during last year. Here's congratulations on past achievements and best wishes for future honors from the SHOE AND LEATHER JOURNAL.



Some shoe workers who know the ball game

FALL STYLES



By THE MINISTER MYLES SHOE Co.



By THE COOK-FITZGERALD Co.



By THE RIDEAU SHOE Co.

FALL STYLES



By THE SMARDON SHOE Co.



By THE KINGSBURY FOOTWEAR Co.



By AMES-HOLDEN-MCCREEDY.

Does It Pay To Hide Your Light Under a Bushel?

Shoe Manufacturers Discuss Important Matter Regarding Inspection of One Another's Plants—The Man Who Is Willing To Give Generally Gets Something In Return—A Few Experiences

It is not always the small man, be he retailer, wholesaler, or manufacturer, who is narrow-minded, blinded by prejudice or circumscribed by jealousy. Many who consider themselves "big fellows" have lessons to learn, through the open door policy. They regard themselves as leaders in their line, yet they evidently belong to that class who wish to acquire everything and yield nothing.

Several Ontario shoe manufacturers were recently discussing the attitude of members of the trade, one towards the other, when a maker of a certain line of goods spoke up and said:—"When I first started, I called upon one of the proprietors of a leading factory and asked him if I might have the privilege of going through their plant. They knew I was to be a competitor, and instead of adopting a short-sighted narrow view, they gladly welcomed me, and the superintendent escorted me through all branches of the business. He was accompanied by one of the proprietors. During the course of our rounds in the various departments, I enquired of a member of the firm if they always showed as much courtesy and attention to those engaged in a similar line. He said, "Yes, our doors are open to members of the trade. We are not afraid of having any of the workings of this place viewed by anyone, and we believe that in showing strangers through, we get as many pointers as we give.

"There is mutual exchange of ideas and suggestions, and the result can not be anything but beneficial. If a competitor going through our shop, can carry away more information than we can glean from him, he is welcome to any knowledge that he may acquire. We answer all questions (not of a strictly private nature), fully and completely, and as you generally get what you give in this world, the same consideration is extended to us in return."

Give and Take Principle

This is the principle of give and take—the golden rule. A well-known business man, speaking at an important gathering the other day, said:—"The merchant or manufacturer who can not learn from others might as well be dead, for he is dead already." This is one side of the picture of the open door—a broad-minded, wide-gauged view.

Here is an experience of a Canadian manufacturer who went over to Lynn a few years ago. As he was engaged in making children's footwear, he naturally wanted to see what machines and improvement in equipment were in use in that great manufacturing centre of shoes. Not knowing personally the managing director of the plant that he desired to visit, he applied to the United Shoe Machinery Co., and they provided the entre for him to be conducted through the industry. The Canadian, taken in hand by one of the subordinates, was escorted up to the lasting department where some lasters were at work. He was then hustled through a couple of corridors and shown down to the office, without having seen any other operations of the plant. Once in the office, the managing director began to fire queries at him about the cost of material in Ontario; the prices at which he sold shoes; the prospects of a United States firm doing business in this country, and other questions of trade interest. This was certainly a case where one firm wanted to harvest much and sow nothing, or in other words, get all, but part with as little as possible.

One Manufacturer's Experience

Another spoke up and said that two years ago a shoe manufacturer from Switzerland came to Montreal and desired to be conducted through an establishment. An official of the United Shoe Machinery Co. took him over to the office and introduced him to the president, who cordially welcomed and personally made with him the tour of every department of the immense structure. The Swiss was delighted, and before going, expressed his thanks

for such consideration. He invited the Montrealer to call on him, should he be taking a trip across the water, and he would do all in his power to reciprocate. Now, it so happened, the following year that Mr. — had business in Europe, and being in the neighborhood of Switzerland, he went to see the friend who had called upon him the summer before. They chatted informally and the foreigner, not offering to show the Canadian through the plant, the latter naturally suggested that he would like to see some of the methods employed, but the Swiss footwear producer spoke up firmly and said: "You will pardon me, sir, but we never conduct anyone through our establishment. We have never done so. You will understand, of course, that no exception is being made in your case and all requests are treated alike." The manufacturer left for home and on his arrival called up the gentleman who had introduced the Swiss visitor to him some months previously. He was in no amiable frame of mind and declared this was the last time he would allow anyone who came from abroad to go through his factory. He said that on several occasions he had received nothing but a wet blanket for his kindness and he was going to end the thing once for all. From that day to this, no foreign caller or competitor has been allowed to inspect the plant.

The Broad Gauger Gets There

There may be reasons why one manufacturer in any line will not allow another to visit his plant, but such cases are isolated. No man in this world can patent an idea, segregate a thought, or cabin and confine a proposition. He must be willing to learn of others and let others learn of him. The progressive factory of to-day is not run on the principle of a lodge room, guarded by tylers, where only those possessing the password and making the proper sign are admitted within the portals. A factory should not be barricaded like a penitentiary or surrounded with a high fence and iron spiked gates like an asylum for the insane. It would seem that such a day had passed and the manufacturer willing to extend the courtesies of his establishment to members of the trade or even competitors, seeking to hide nothing, is the one who is making the greatest progress and leading all others in the race to higher achievements, increased products, bigger ideals and wider markets.

Quote Prices By All Means

There have recently appeared in the SHOE AND LEATHER interviews with a number of leading retailers, stating that the announcements of manufacturers on the advertising pages are full of interest and instruction, but that they lack the one essential feature of price. There is scarcely a dealer who to-day in dressing his windows, does not use neat price tickets with good effect. It has been demonstrated that they have great drawing power and awaken the attention and interest of the passers-by to such an extent that they enter the store, make enquiries and thus sales are secured. In the same way it may be said that greater concern might be aroused in many lines of publicity, particularly with shoe manufacturers, if prices were given. In trade publications across the border, it is the rule rather than the exception, for advertisers to mention prices, and Canadian factories will, sooner or later, come to the same broad idea. A shoe man may be very interested in a line, the last, style or pattern. He gets all the information about the new product except the one most vital to him, and that is the price. He may not take time to sit down and write a letter, but if the prices were mentioned, his desire would be stimulated in many instances to such an extent that he would send in an order. It is the manufacturer to-day who quotes prices on his product or in other words, gets down to "brass tacks," that reaps the widest measure of benefit from his paid announcements.

Some Timely Observations for Alert Retailers

Plain Figures Carry Conviction

"Yes, sir, I like to sell a shoe that has the price stamped on the soles as well as having the registered or branded name there. I prefer disposing of trade marked goods to any other kind. I tell you I find that footwear which bears the price on the bottom has the advantage in the matter of commanding the confidence and admiration of buyers. They know that a retailer then charges one price to all, that everybody is treated alike, and they have faith in the value that they are receiving. It instills respect in the quality and make of the line, and if the goods do not come up to representation, purchasers have recourse in getting satisfaction from the manufacturer. Plain figures on all boots and only one price—never varying a cent for anyone—has had to do very much with my success in the shoe trade," declared a St. Thomas retailer when speaking of a feature of his business the other day which aided him so materially on the high road to trade.

An Attractive Store Front Pays

"It pays every time to have an attractive store front. I induced my landlord to install that exterior which you so much admire. He said that he would do it if I gave him ten dollars a month more rent for the place," remarked a London shoeman the other day. "I hesitated a long time, and finally I told him to go ahead and we renewed the lease on that basis. Well sir, after the change was wrought, business began to pick up, and I have never had cause to regret my increased expenditure. It has yielded me a handsome return, and I would advise all retailers to present a neat appearance so far as their shop will allow, be it ever so small. It should be looked upon as an investment. Windows are the great and efficient means of drawing public attention to your goods. See that you use the space wisely and well. I change my trim at least once a week, and make it a practice to do so, very much on the same principle that it has been a habit of my life to shave every morning before I come to work. It is so customary now that I do not mind the task at all, and would as soon think of leaving off my collar and tie as to present an appearance down town without my face being neat and clean. These personal remarks, which may seem trite and commonplace, are equally as important in a business sense in the matter of window adornment."

The Experience of One Manufacturer

"There is a certain shoe dealer in Eastern Ontario who thought that he could control our line exclusively, and many others at the same time," observed a leading manufacturer the other day. "Our traveler called upon him for a season placing order. He gave him all manner of excuses, saying that he was not prepared to buy just then, that he would have to consider a number of matters, and that he would see him again. Once more the traveler went around, and the same story was forthcoming. We found out by inquiry, that the retailer was seeking to control not only our goods, but that of several other factories as well.

"We stood this for one year, and when our representative called back next season, he was told by the retailer that he was not giving up our line, and that he intended to place his order later on, but that he could not do so at the present time for various reasons. The traveler informed him plainly that if he did not do something, right off, he would give the line to another man as the shoes had to be represented in that town. Then the retailer became huffed, and told the salesman that he would like to see him undertake to

carry out his threat, and that he would soon put the kibosh on any contemplated move of that character. He would write the house and tell them just what threats the traveler had made. In the afternoon, our man returned, and was given several plausible pretexts for delay, none of which appealed to him as valid. So our man went over to another store and explained matters. On promising to give the competitor exclusive control, he secured a fifteen hundred dollar placing order. Then he informed the other fellow of what he had done. How he fumed and fussed, and went up in the air completely. He wrote warmly into the house, but he got mighty little satisfaction from me. We informed him that he had been trying to 'hog' everything, and do justice to no particular line. We replied that we had grown tired of his subterfuges and dilly dallying. There the matter ended.

"Why, that retailer was a caution. We sent him some road signs, 'Wear — shoes, sold by —.' What do you think he did when he received them? He pitched them all into the cellar and used the material for kindling the furnace. He remarked to one of his clerks that he was not a fool to put up a sign benefiting the company. He was not working in their interest, for he overlooked the fact that his name appeared on all these signs, and that he would reap as much publicity and benefit from them as we would. He was extremely short sighted. I hope that we taught him a useful and salutary lesson."

Do Jobbers Fail to Protect Retailers?

"Fair Play" writes the SHOE AND LEATHER JOURNAL as follows:—

"As you invite your readers to assist your journal in matters pertaining to the welfare of the retail trade, kindly grant me a few lines to air my views and experience on a matter of great interest to the trade.

"Have you ever stopped to consider the injustice that is being practised on you by those who should protect the trade, namely, the wholesale houses, who are making their money through the retailer, or, rather, a part of it. Now, sir, do you think it is a square deal for a wholesale house to sell to the public and to you at the same price? You go to the jobber and you buy from one to sixty-pair lots, pay the price, less two per cent. ten days, and you are ready to leave the house in half an hour. But stop. Before you depart, go back in the warehouse. There you will find a nice little apartment for the purpose of fitting the public. Perhaps your next-door neighbor, who pays just the same price as you, Mr. Retailer, is there. No, he does not get the two per cent off. Is that fair?

Now the travelers in many cases are as much to blame as the heads of the house. Travelers and men in the warerooms who live in your district, invite their next-door neighbor to come to the warehouse when they want their next pair of shoes, and they "will get them at cost for them." Now, of course, Mrs. T— goes, and who can blame her? But the next time she goes she takes her friends, and so on until it is an endless chain. Now, there are many thousands of dollars' worth of boots, shoes and rubbers sold by the wholesale houses to the public at large, the profits of which, you, Mr. Retailer, should have.

Did you ever have a would-be customer come into your store and say that they could get that shoe at the wholesale house, and name the price which you paid for it? Yes, that is common. Now, if you say anything to Mr. Wholesaler about the matter, he will say he knows it is not fair, but he does very little of it. Well, he does all that comes his way. Now Shoe Dealers, let us hear from you through this valuable journal."

Planning Spring Publicity To Catch The Trade

Showing the Value of Seasonable, Catchy Illustrations, Even Though These Be Only Eye Catchers—Harmony Between Copy, Illustrations and Occasions Essential—Concrete Examples

Every progressive shoe retailer in Canada is now planning his spring advertising campaign. Of the several factors he will have to consider in this connection, none are more important than illustrations, and the relation they bear to copy.

Two Classes of Illustrations

Roughly speaking, illustrations may be divided into two classes: first, those faithfully depicting the goods advertised; second, *eye-catchers*, or illustrative effects supplied merely to give a unique appearance to the advertising, or to catch the eye. If such eye-catchers are used regularly, they serve as identification marks, enabling the ad. to be quickly picked out from surrounding matter by the searcher. Of course, it goes without saying, that such illustrative effects are not so valuable as those depicting an article itself, or that article in use; yet they have peculiar functions of their own.

One of the appropriate occasions for their use is in connection with copy setting forth special merchandizing efforts or seasonable openings. When so used, care must be taken to see that they harmonize with the spirit of the occasion and with the copy used. This is important, and is a point which is often overlooked by retailers.

Some Concrete Examples

In the illustrated ads. shown herewith, can be seen examples of the manner in which illustration, occasion and copy harmon-



Are You Shod for Spring, Madam?

- ¶ Your shoes are every whit as important as your hat.
- ¶ We can sell you footgear that will add distinction to your spring apparel.
- ¶ Our spring opening is now on. You are invited to attend.

John Burrows

8 Carlisle St.

No. 1

ize. In No. 1 is seen a very catchy illustration for a spring opening ad. Note the trellis work, the flowers and the lady in new spring finery, and note again how the copy turns it all to advantage by compiling footgear with headgear. As it is merely an introductory announcement, no prices or descriptions are given. This ad. is an example of complete harmony in the three important essentials above mentioned.

In ad. No. 2 the illustration is very appropriate for an ad. used in the latter part of April or the early part of May, when nature is just beginning to awaken from winter's slumber. It is also merely introductory in form, though a range of prices is mentioned. Note the touch of daintiness about the whole

ad. that is especially appealing to a woman.

In ad. No. 3 the harmony of the copy with the illustration is very noticeable. Without this headline the cut would be a very ordinary eye-catcher, even though well-executed, but combined with the heading and enforced by the ensuing copy, the whole ad. takes on a forceful tone, and is a good selling argument. Another heading might be, "Has He Bought You Your Spring Footgear Yet?"

Enough has been said to show the value of seasonable and catchy illustrations in drawing customers and brightening up selling talks. Such illustrations the SHOE AND LEATHER JOURNAL'S art department is ready to supply at a nominal rate. Further information will be freely given on request, and all orders will receive very prompt attention.

Reader Must Take Action

In speaking of "Copy That Pulls," a leading authority says: "It is a psychological fact that the mind is in a neutral state when it first takes notice of an advertisement. Unless there is some interest-compelling feature, such as a well-planned appeal to some human sentiment (a sort of hook, as it were), the reader's attention slips off and gets away. It is this fact that leads many superficially versed in advertising to think the public mind will not "stay lit" in one spot. It is not the fault of the public mind, but of the subject advertised or the way it is presented. Even if, by a good head-



**SPRING
STYLES**

¶ In Oxfords, Bals. and Bluchers for men and women.

¶ We are showing several new lasts of distinctive appearance. There is an individuality about them that at once catches the eye.

¶ See also our new tan pumps for women.

¶ Prices range from \$3 to \$6. Drop in.

Tom Smith
87 Broadway

No. 2.

ing, the interest is aroused, that interest or curiosity must be satisfied by information, or it is aroused in vain. Securing interest avails nothing unless the reader is led on to form some

positive opinion, or take some definite action. It naturally follows that if no action is proposed, and no argument or persuasion is given leading to such action, the advertisement may be said to have failed.

The success of an advertisement must be tested by this rule: Does it conduct the reader's mind through a series of thoughts which arouse confidence in, and desire for, the article advertised? If such advertisement accomplishes this, it is only a matter of persistence until the advertiser secures the order.

It is pathetic to see a strong-minded advertiser sometimes tear to pieces good copy his advertising man has prepared, in order to embody some idea of his own. Such copy generally fails to "pull," and the advertising man gets the blame. Physicians tell their patients that if they will not take the medicine as prescribed, no cure can be promised. No manufacturer or merchant can expect 100 per cent. results when he takes 75 per cent. of the efficiency out of the advertising by upsetting the copy. If the advertising man does not know his business, get another one; if he does know his business, let him prove it.

Efficiency in copy writing is the result of special training in the school of theory, experience and practical work. It is a distinct profession in itself, and no man who is making a success of a factory, or a commercial enterprise, has time to master an entirely new art and science, requiring him to change the attitude of his mind toward his own business. This is a "transmogrification" of identity, neither possible nor desirable. It is like "unscrambling an egg."

Anyhow, leave the advertising to the advertising man, just as you would leave the buzz-saw to the sawyer; don't monkey with it.

The non-advertiser who sits around "waiting for something to turn up" usually finds it's the toes of his business when it goes to the graveyard of dead failures.

If you think, "My business is different and doesn't need to be advertised," you think only what many others have thought whose first big day's business followed the advertising done by the sheriff.

Since Our New Spring Styles Came In, He's On the Jump!



We can safely say that never before have our spring styles in footwear "caught on" with the public as has been the case this year.

We have a splendid line of tan and gun metals in men's and women's shoes, both buttons and bluchers.

Patent pumps for women are all the rage. We have just your size in stock. Try us. Prices from \$2.50 to \$6.

JOHNSON
The Shoeman
101 Simpson Avenue

No. 3.

Much Depends on the "Attack"

Much advice is continually being given to shoe salespeople regarding their calling. They are admonished that if they would be successful they must wear good clothes, look pleasant, know their stock and the goods they are selling, have tact, fine manners, patience, knowledge of human nature, in fact, possess attributes of a sort to bring them success in any calling.

One thing that seems to have escaped most writers on this pregnant subject is showing goods. It is well enough to have clean finger nails and polished shoes. Those are a matter of course. So are good humor and a smiling face. Back of such essential things there is much in the way shoes are shown. The persuasive effect of goods shown right is greater than patience, greater than tact, greater even than a knowledge of the boots.

In the science of selling this might be given the technical name "attack." It is how a salesman attacks the prospective buyer that counts. Very often the salesman feels almost certain on accosting a customer that he will make a sale, or he feels instinctively that he will not. There is something in the "attack" that settles it. As an instance of a right method of attack there is the producing of a certain shoe by a salesman immediately it is asked for.

A wrong method is in asking too many questions. Of course,

some callers like to be queried, but the average one does not. A good salesman will allow a customer a chance to volunteer as much information as possible. He should draw him out without making it evident that he is trying to find out anything.

An incorrect method of "attack" is the asking of price. This is bad for several reasons. A man doesn't always know just what he is willing to pay. Let the salesman put himself in the customer's place. Do you always know when you go to buy a pair of shoes that you will pay \$5.00 and no more? Are you sure that you would not pay a little less or even more if you saw something that satisfied you? The customer should do the talking about price. The salesman should talk quality and the merits of his goods.

Salesmanship comprehends not only the handling of a customer, but paving the way to sales, and after the way is paved, keeping it in good condition for more traffic. Elbert Hubbard, in his lecture on the "Spirit of the Times" says: "The law is not the law." This sounds paradoxical, but it's true.

Equally true and equally paradoxical is it that a sale does not end with a sale. Ask any old hand at the business. A sale properly made has ensured another sale—and another. And as salesmanship comprehends more than the mere act of making a sale, so does "attack" comprehend more than merely greeting a customer and learning his footwear wants.

How Ambitious Shoemen Would Start

(Continued from page 43)

shoe store? By buying only what my cash will pay for, and getting the discount, also buying from manufacturers who keep stock in standard lines to assort from, so that I would not need to stock heavy in any line, and renew from time to time, as demand requires, and cash comes in. Careful buying means success. If I was to start in the spring I would buy only spring and summer goods to start with and heavy fall and winter lines later with my summer receipts. To equip my store with the necessary fixtures, such as silent salesmen, showcase, counter, chairs, footstools, floor mats, window fixtures, desk, and wrapping paper, I would limit the amount to the sum of \$150.

I would expend the sum of \$100 on shoe dressings, and findings, such as laces, insoles, slipper soles, and small articles suitable to the trade.

For stock in rubber goods I would buy only first quality in light goods for men, women and children, about:

Five cases for men	\$100.00
Five cases for women	75.00
For boys, misses and children	75.00
	\$250.00

This would give an assortment to start with, and more can be ordered later.

In buying men's lines I would expend \$500 in fine lines of patent kid and calf in Goodyear welt, and a few McKay sewed lines, with three or four dozen of men's slippers in kid.

In men's heavy goods (nailed only), made in kip, grain and split, laced, \$300.

In boys' lines in box calf and kip, S. screw, \$200.

In women's lines I would buy most all lines, in blucher, bal-moral, oxford and slippers, in the best qualities of McKay sewed, as they are made to-day, with as much style and finish as the Goodyear lines, and will sell in most places, but one must have a few Goodyear, also:—

For women's lines	\$750.00
For misses' and children's	250.00

Now I have come to the end of my cash spent for goods, and if the amount bought did not fill my shelves, I would fill the remaining space with empty cartons and remove them as my stock increases.

If I should want to buy more than my capital would permit, I would borrow the money from a friend and pay interest, as I would save in the discount more than the interest.

As to advertising my business, I would make a yearly contract with the best local paper for a stated sum, paid monthly, not to exceed the sum of \$50 per annum, and the right to change my advertisement as often as required.

Convert Your Goods Into Cash

By Arthur L. Wilson, 73 King Street East, Toronto.

My first thought in investing \$2,500 in a shoe business would be dating. Usually not enough attention is given to that. I would see that my goods came in when the season is on (not two months before, and have them fall due just before or when you are selling them). That gives you a chance to convert your goods into cash before payment is demanded. Then my discounts—it is through taking your discounts that your profits increase. I would certainly want all, should it be possible. I would buy from as few makers as possible, for different reasons—to confine my business, as by doing so, it would be much easier, should I desire to get any accommodation, to have few different cartons on my shelves, and then the chances of odd pairs accumulating is practically nil. I would watch my lines so as not to allow them to lay over another season. I would much prefer to sacrifice and get my money out of them than to

stock them, and then not be able to buy cleaner goods or more advanced styles on account of shoes lying there. Again, when your stock is clean and small you are always in a position to buy should an opportunity come.

I would conduct my business on a one-price, no-approval, no-cut, all-cash idea, and give value every time. Should there be a wholesaler in your city—if not, select the best and the one closest, so as to lower the freight charges—you can get one or fifty pairs when wanted, and can arrange your payments with that firm so as to take your discounts and yet have an opportunity to get rid of your goods before you pay for them. There are very few houses who would not help in some way.

I would pick on one line of both ladies' and men's as a leader, and would leave freaks alone. Let the man with more capital carry them. Where you would sell one pair, you would have two pairs to carry over or sacrifice. Do not be discouraged if some sales are missed. A store two blocks long would have to say, "Sorry, but we are just out of that line," so varied are the requirements of the shoe trade, especially with ladies' footwear.

\$2,500, after paying for your fixtures and fittings, ought to get you about \$6,500 in stock, \$500 ought to pay for fittings, etc., and arrange for accommodation to the extent of \$3,00, which is obtainable. I would divide my capital equally between men's and ladies', including boys', youths', little gents', misses' and children's. I would trust to my wholesaler for most of my goods, and would make my arrangements with him as to payments, etc. I would in a sense tie up to that wholesaler (at the same time keeping a safe distance), believing that by close attention to business and with the stock such as he has to draw on, I would shortly be in a position to buy from whom I liked.

As for advertising, I believe in the use of printer's ink, and would contract for a small space, say the width of one column two inches deep, in the same place in paper each time, using it every second night, changing the advertisement each insertion I would use it to keep my name before the public, and to announce any special feature. I would pay a great deal of attention to my window, believing it to be my best advertisement. In findings, I would look for a large margin, and would use \$50 at the start. Findings mean laces, insoles, polishes, arch supports, etc.

With that small capital I would have to be content with the middle and working class of trade, and so would give more attention to such goods. On my rubber account in season I would expect a turnover of about \$800, and so could not estimate what amount would be sufficient to put in.

I do not believe with such a limited capital I could decide what I would invest in each line, for I think a person would have to feel his way, purchase what he needs when he needs it, and in quantities best suited to his requirements. I would want the most central site I could get on my allowance of \$100 per month, and believe with a \$6,000 stock and close attention to business that I could have a turnover of around \$18,000.

I believe, or better still, know, any young man with a favorable reputation, a knowledge of shoes, situated in a place where he is known, can command from a bank a further amount over his \$2,000, of \$1,000, without anything standing against his store, but the usual rate of interest. Of course, as his business went on, should it not warrant such a confidence, then this amount would be immediately withdrawn.

JUST ONE OF MANY RECEIVED

Allow us to compliment you on the bright and interesting paper that you are turning out. It is progressive, and filled with many helpful hints. We certainly think issuing twice a month is a great improvement.

Sincerely yours,

D. McCRAW & SON.

Welland, March 19th, 1911.

The Staff of an Enterprising Shoe House



C. A. WILSON
South and East Ontario

J. C. POCOCK
East and West Ontario

A. E. LANDON
Western Ontario

W. C. AUST
House Salesman

JOHN LOUGHLIN
Secretary-Treasurer

PHILIP POCOCK
Managing Director
Of the London Shoe Co.,
London

S. B. POCOCK
Publicity Department

R. FORRISTAL
North-west Ontario

J. S. TOWNSEND
North and East Ontario

WILLIAM BOUC
Home Territory

J. C. MOREAU
Western Provinces

Button Boots Have Big Call In All Large Centres

The Popularity of Tans Was Never More Pronounced Than This Season—Orders for Fall Goods Are Coming Very Well, but Remainder of April Will See a Decidedly Brisker Business—Some New Offerings

The period for selling fall and winter shoes is advancing, and practically one end of Canada to the other is being covered by representatives of the leading manufacturing firms and wholesale houses. The season is opening up fairly well, but has been a little backward on account of the late spring. However, now Easter holidays are over, it is expected that bookings will be more numerous and prompt than they have been.

The outlook on the whole is encouraging, and manufacturers who have been interviewed state that indications point to a very busy summer. However, the fall runs of the factories



An Autumn offering by W. B. Hamilton Shoe Co.

have not yet begun in earnest. Some have finished taking stock and others are overhauling their plant preparatory to resuming activity on a very large scale. That the shoe business generally is in good condition from the manufacturers' side is evidenced from the fact that a large number are installing new machines, while others are extending their premises, and preparing to make new lines. Canadians are beginning to show more and more appreciation of the splendid home products in the footwear line, and with a little more mutual effort and appreciation, as well as co-operation of interest, the Dominion will soon play an important part on the shoe map of the world.

In connection with fall styles, there is not much to be added to what has been presented in these columns during the past six weeks. Tans will likely be a strong favorite for cold weather wear, and very few freaks or trappy shoes have so far been sold. The over-gaiter boot has met with a rather cold reception, and the "Rocker" has not been very kindly received. Sane, conservative, sensible types are being looked, and it is expected that the tendency toward lower heels and wider tread will meet with increasing favor. Buttons for both men and women are increasingly popular.

Spring Lines for Men

The Tetrault Shoe Mfg. Co., of Montreal, are displaying for fall several nifty lines in velours, gunmetal and tans. Buttons are a strong feature of the exhibit, and among them is seen the new overgaiter shoe for men. These are made on the high toe last, with grey cloth, melton and other fabrics, and come in a variety of leathers. Most of the button boots have seven

buttons. Two of the busiest lasts are the "Flirt" and the "Rattler." Some fine Goodyear lines for boys are presented. One shoe attracting considerable attention is an all patent, with fancy yellow stitching, with brown hooks and eyelets. This has a slip sole with attractive welted edge in red and black. The principal showings are in high toes, but broad and medium effects are also seen. In tans there is a representative and smart display in tan Russia, storm calf and Madero calf. The latter can be easily cleaned and kept as fresh and nice as when taken out of the store. A glazed storm calf button with viscolized sole and another of the same style, lined with genuine English calf, double sole, are proving very good sellers. In women's, several specimens of the overgaiter family are seen with the stage toe and tops of Roman silk and other fabrics. There are also showings in white nubuck and an excellent collection of buttons and bluchers. The range for fall is one of the strongest and most compact turned out by the company.

Buttons Are to the Front

The Adams Shoe Co., Toronto, are making for fall many tans and patents for misses, children and little gents. They report that buttons are in strong demand. A very attractive line



One of the strong Fall lines of the Ahrens factory

in practically all leathers, except gun metal, is being shown, and many of them have patent collars, low heels, and are in nature shapes. The demand for tans is active. A number of white nubuck button shoes have recently been turned out for the summer trade. The company report that business is particularly brisk at the present time.

Chas. A. Ahrens & Co., of Berlin, report having put in a new boys' last in their everyday line. It is a neatly fitting shoe, and one that will wear comfortably and give satisfaction. A new children's last gives further interest to their range for fall, which comprises all their usual solid leather staples.

The J. W. Hewetson Co., Toronto, are making a fine range in box calf and gun metal for little gents and youths on nature shaped lasts. In children's a number of patents are being shown in blucher and button. Buttons are strong in nearly all lines.

and in some styles fully 75 per cent. are button. The output of the factory is about 2,500 pairs per week. A fine range of shoes for growing girls in tan calf and velours, which line was undertaken some time ago, is meeting with ready acceptance from the trade.

The Solid Leather Shoe Co., of Preston, are progressing. They have put in four new lasts for fall. They are getting out several new lines and showing this year for the first time women's medium high toe shoes in tan, gunmetal and vicí kid. A line that they expect to go well are in sizes from 2½ to 5, and are presented in box calf, velours, gun metal calf and vicí kid. The firm are also making a boys' school boot of kangaroo grain and box calf, in medium-priced goods, all solid leather, McKay sewn. The samples are very attractive this season.

The London Shoe Company, at London, Ontario, have issued a very handsome and artistic catalogue, which will prove a very useful textbook to the shoe trade. The issue is replete with shoe illustrations, leading styles and timely information. The contents are compact and convenient and are printed on heavy coated paper in several colors. At the front appears a splendid

picture of the company's warehouse and also a group portrait of the head of the concern, Mr. Philip Pocock, and his staff of salesmen and associates.

The Dominion Shoe and Slipper Co., of Berlin, which concern recently started in the manufacturing line, report business as brisk. One order recently received was for 1,800 pairs. The company are featuring a green printed slipper with a high heel, which they expect will prove a good seller. Many other catchy productions are being presented.

The Galt Shoe Co., of Galt, has been making great progress since beginning operations. They are specializing in misses' and children's shoes. They are featuring high toes. They are showing some nice 13-button, in from 2 to 5, and some classy creations in sizes 8 to 10.

The McKellar Shoe Co., of Berlin, is going strong on a line of high cuts in oil tan, grained and American elk. The company have five new lasts in a range of solid leather staples in McKay, peg and standard screw. This is unusual, and makes their samples look right up to the moment. In toes, the new lasts are high, medium and round.



One of the handsomest Easter windows seen in Toronto in a long time was that which adorned the Regal Shoe Store. The light, airy effect was particularly noticeable. The pillars and cross beams at the side and rear were covered with white felt. At the side were several Japanese wall vases with block designs in graduated squares of gold satin. The Japanese floor boxes were made of the same material, and from all the vases and boxes in both the men's and women's windows were sprays of

mauve and white sweet peas. In the higher portions was a panel effect, the background being of white, with tubular strips of green. The show cards and tickets were very dainty, being in the brush design of an Easter egg. In the men's side were displayed a fine range of tan, gun metal and patent shoes for spring on all the latest lasts, while in the women's there was a pleasing picture of both low and high cuts, including a number of nubuck shoes. The window was trimmed by W. E. Smith.

Securing a Stronger Grasp on the Family Trade

How the Average Shoeman May Handle Traveling Requisites to Decided Advantage — Tourist Traffic Constantly on the Increase—The Growing Popularity of Fitted Bags and Steamer Trunks

The retail shoeman who does not put in a stock of suit cases and trunks is losing an opportunity of adding to his profits and increasing his business. He need not lock up a great deal of cash in the initial outlay, but a few representative lines should be carried.

The passenger returns of railway, steamboats, and all transportation companies show that as the various seasons go by, more and more persons are traveling. This means, of course, the purchase of additional requisites and the summer holiday and short vacation trips are now such institutions that they have become a feature in the life of nearly every toiler. In fact, the person who does not is a scarcity to-day.



The shoeman, if he only realizes it, has many advantages over the ordinary harness man or general store keeper, to capture the traveling goods trade. So many people are leaving for the West these days that he should be able to equip them with suit cases and trunks of all kinds. If he does not attend to this he is neglecting a very promising avenue of trade. He can lay in a very good line of suit cases which come in oilcloth and keratol, from 75c to \$4 each. The oilcloths come mostly in brown of various shades, while the keratol in natural and pebble grains, and the embossed sea lion, seal, goatskin, grain cowhide, and other imitation leather are frequently disposed of. One feature perhaps not much appreciated is that sometimes two or three of these cases may be sold to various members of the family. The profit on them is good, and sales made all the year round.

Talking with a leading manufacturer of traveling equipments the other day, the *SHOE AND LEATHER JOURNAL* was informed that nowadays there was no call for the telescope, the valise or the Gladstone bag. In the higher grade of goods, the club or Oxford bag is displacing suit cases. It had one advantage in traveling that articles could be secured from it without exposing all the contents to view, and generally the various things which one takes on a trip are pretty much in the same position in which they were placed originally, whereas, in the suit case, the effects are apt to become a case of "confusion worse confounded."

Very Appropriate for Gifts

Suit cases with appropriate fittings, and club bags neatly equipped with all traveling conveniences are paying lines for the dealer to handle during these months of the year, as they make excellent wedding presents, and are frequently given as prizes at regattas and athletic tournaments.

The live retailer will see that he stocks in connection with his stock of suit cases a few fibre and Japanese matting cases, which are particularly light and airy for summer use, and are carried by the very best class of people. The better grades in woven cane are as durable as any solid leather cases, and are sold to the trade at about \$4. The live retailer should be in a position to satisfy nearly everyone desirous of securing a fitted club bag or suit case by keeping a few separate fittings which are adjustable to any one. Of course, these fittings come in a variety of styles and prices, and depend upon the number of articles in each set. There are glass vessels with nickel and sterling silver mountings. There are brushes of imitation and

real ebony, articles in ivory and imitation ivory, etc., so that any person or purse may be satisfied.

The steamer trunk or short-trip trunk, as it sometimes is called, is daily coming into more popular favor. It is never more than 13 inches deep, and about 38 to 40 inches in length. It can be easily shoved under a berth, and enables a traveler taking a two or three weeks' tour to have everything desired within easy range. The wardrobe trunk, which has been featured in these columns several times, is, of course, not possessed by many people as yet, but the demand is setting in, and it would be well for the shoeman to have at least one or two of these trunks to show what is absolutely up-to-date in the matter of equipment and to demonstrate that he carries a representative stock. One or two of these will be sufficient, as the demand is as yet limited.

Durability of Modern Trunks

The old solid leather trunk is disappearing, and is rarely seen to-day. More modern productions with vulcanized fibre binding and canvas covering will outwear several times the leather trunk of bygone days.

Another thing that might be mentioned is that the double handles which have been seen on club bags for some time are disappearing, and the single handle will once more prevail. As already pointed out, in the superior class of goods, the club bag or Oxford bag is replacing the suit case, and the fitted outfits are being looked upon more and more as a necessity rather than a luxury. The fittings are easily detachable should one not require the articles. It has been demonstrated that the matter of club bags those that readily sell from \$8 up are in better demand and give the purchaser more satisfaction than the cheaper lines. The retailer should have no difficulty in impressing upon his customers that it pays to buy a good article, that the purchase of sojourning paraphernalia is not a matter of everyday occurrence, and tourists are often judged by the character of their luggage. Of course, this must be done tactfully. The profit on the better grade of goods is larger, and generally this class of trade yields the retailer more permanently satisfactory results.

Makes the Line Pay Well

"I believe that the shoeman should be able to secure all this trade," said a Stratford dealer the other day, "usually he can display a few representative lines somewhere in his store and the remainder of the stock should be within easy reach. Why should he let this class of trade go to outsiders? The shoe store is generally clean, bright and attractive. The merchant gets his customer sitting down, and thus has an advantage over other persons who carry these goods. In a comfortable position, seated in one of my easy chairs here, a woman or man can take plenty of time in viewing these goods, and feel in no way hurried or driven to take something that he or she does not want. I have handled traveling goods for eleven years now, and have found them one of the strongest assets and most active branches of my business. I know indirectly it has brought me family trade that I would not otherwise have secured. As leather goods are being given more and more for wedding and other presents I feel that the opportunities that lie before the average shoe merchant to capture a connection which legitimately belongs to him are more promising than they have ever been since I started out on my own hook. I make strong window displays during the vacation season, and call attention in my advertisements to the various articles that help to make traveling so comfortable and delightful to-day."

A Few Practical Pointers For the Retail Shoe Man

Stunts That Have Been Found Profitable—They Can Be Modified to Suit the Circumstances of Your Own Locality—Plans That Make For Greater Efficiency and Augmented Sales in the Boot Business

Changing Electric Sign Pulls

Montreal.—A local shoeman's ad. is included in the many different advertising slogans that appear, turn about, on a huge changing electric sign on the roof of a St. Catherine Street store. This sign instantly attracts the attention, and frequently people remain standing for five minutes or more to watch one slogan after another, advertising various firms, flash out its message. The merchant in question believes this ad. one of the best investments he has ever made, judging both by direct returns and the sure indirect results. On a smaller scale, such an idea might easily be tried out in any town.

Keeping Tab Daily

Vancouver.—"I used to have a great deal of difficulty in keeping tab on my stock in hand with any degree of accuracy," said a retail shoest here recently. "Records were imperfectly kept, and I was continually finding shortage on lines urgently needed. To remedy this, I installed a system whereby full particulars of goods sold had to be entered upon cash slip ere the cashier would accept same. The next day, after the cashier had entered all particulars from cash slips one certain clerk appointed for this purpose, entered daily details of all sales in the proper place in the stock book. Now I know just where I stand each week, as this work is always up-to-date, and I can buy intelligently at a moment's notice." What's the matter with more retailers adopting this idea?

No Cartons Lying Around Here

Toronto.—A Yonge Street store had adopted a very effective plan to ensure cartons remaining in the proper places instead of being scattered in endless confusion over ledges and floor, as is so often the case on busy days in many stores. Special roomy cartons were made, all of uniform color, with what might be called a hinged lid—the front part of the lid lifting up, thus allowing shoes to be taken out and the carton slipped back into place. Consequently there is never any confusion, and on the busiest days, the proprietor or his assistants can at once place their hands on any boot wanted. A uniformly and constantly clean store is worth the extra initial cost, the customers are handled more quickly.

Cashier Saves Time

Winnipeg.—One shoeman here found that his clerks constantly wasted time by going to and from the cash register in the rear part of the store to make change,

frequently causing waiting customers to become impatient. To avoid this, he installed a cashier in an overhead office at the rear, and a small carrier system by which all parcels and the cash slip and money could be forwarded to her desk. She tied up the parcel, made the change and returned it, during which time the clerk concerned was able to attend to another customer. On busy days a boy ties the parcels and saves the cashier's time. This system is a great success, and has more than repaid the first cost of installation.

Simplified Buying

Brantford.—"Buying right is over half the battle," says a local shoe retailer. "But you can't buy right unless you know to a dot exactly what you need, both in sizes and styles. And sometimes you need this information in a hurry. In consequence of a plan I put into force some time since, I can now do this. I keep four stock books: two for women's styles and two for men's; these are gone through, and posted from the sales slips daily; hence when I go on a buying trip I can slip these four books into my pocket—they are of medium size—and do my buying right from them without wasting time making out memorandums. It's a big improvement on the old guesswork way."

No Cut Price Sales For Him

Quebec.—"I am surrounded here by cut-price rubber signs," said an Ancient City shoe man. "But not for me. I intend to stick firmly by my regular prices of \$1.10 for men's A1 rubbers and 75 cents for women's good rubber footgear. I get my share of the trade, too. I explain that while I charge higher prices, I sell only the best quality at those prices. Of course I keep cheaper grades—at cheaper prices; a fact I am careful to explain. Misrepresentation never made a permanent customer. Once bitten, twice shy. And I don't hold any January shoe sale for the same reason. Better sell one pair of shoes at a profit than ten at a loss. I have my eye on net results." Here's the right kind of talk.

He Fosters The Sporting Idea

Calgary.—A local shoe dealer makes a dead set on the pockets of the young folks of sporting proclivities in this town by reasonable window displays and illustrated advertising matter. One of his windows usually contains a display of some seasonable sporting article. Recently it was snowshoes, hockey sticks, pucks, skates and shoes. And he has salesmen who know

how to sell these things, too. Consequently he has "corralled" a large share of this class of trade in his neighborhood, as well as much transient business. And it proves a feeder for his regular departments as well.

He Makes Money on Trunks

London.—One shoe man here handles trunks and leather goods rather extensively. He does this by reserving a reasonable space for them, where they will be seen, and pushing them at all seasons. He frequently sells a traveling bag to a man along with a pair of shoes, by dint of asking a few tactful questions, and adroit salesmanship. And in his advertising and window trims he gives these articles fair play. Just now in the slack season he is busy trying to clean out old stock by offering reduced prices, something he will not do in his shoe department, but trunks take up much room in dull seasons.

A Remodeled Store Front

Hamilton.—Recently a well-known merchant who had only a narrow store front age made up his mind to turn it to advantage. He ripped the old front completely out of the store, and instead of the old-fashioned window with the store entrance at the side, he had constructed a narrow deep middle entrance with a triangular-shaped window space on each side the bases of the triangles being next the door. This gave him over twice the display space, and everyone could get very close to the goods on display to look them over—a vast improvement. It did not disarrange his interior plans very much—and the renovated front has made his display look better, and brought him much increased business.

Feet Doctored as Well

Toronto.—The Owl Shoe Store here has a unique method of winning and holding custom. A skilled chiropodist, located on the second floor, is constantly on hand to treat any person suffering from major or minor foot ailments or discomforts. In spare time this specialist assists salesmen and thus frequently is his own business getter. As an example of how this works out, recently a lady customer, learning that such a specialist was on the premises, sent her son, who had long suffered from foot trouble, to the store for treatment. He was given relief, and soon cured. Needless to say, he and his family are solid boosters for the firm that has done so much for him.

Some Things That Are Heard In the Shoe Trade

What Is Going On Among the Retailers, Travelers, Wholesalers and Other Interests—Personal Paragraphs of Interest—Business In All Lines Is Most Promising—The News In Short Shape

L. Foster has opened a new boot and shoe store in Medicine Hat, Alta.

Z. Moize, shoe merchant, Montreal, has made an assignment.

C. H. Le Saunier has started a boot and shoe business at Sylvan Lake.

E. B. Weiss, shoe retailer, of Napanee, was calling on the Toronto trade this week.

The stock of J. Tebbutt, shoe retailer, Montreal, was recently damaged by fire.

Harry Wannamaker, of Wannamaker & Son, Brighton, Ont., was in Toronto calling on the trade last week.

George Chambers, head salesman in the Regal Shoe Store, Toronto, has returned from a trip to Boston.

Akl. Holmes, of Galt, has embarked on the shoe repair business, having opened a shop in the Buchanan Block.

Grant Fraser, late of Antigonish, N.S., where he conducted a shoe store, has gone to Saskatoon, where he will locate.

M. Walsh has opened a boot and shoe establishment in Gananoque. His premises have been neatly fitted up.

W. H. Miner, of Miner Rubber Company, Granby, Que., has returned from a business trip to Winnipeg.

Thomas Wise, late of Cumberland, Eng., has bought the shoe repairing business of C. Bellwood, of Oakville, Ont.

P. L. Losier has opened a new boot and shoe store in the Tucker Block, Weyburn, Sask.

A. Bender, late of C. E. Raven's shoe store, St. Thomas, has gone to the West to reside.

John Stevenson has removed his shoe business across the street from his former stand in Cayuga, Ont.

E. Rizzio, shoe dealer, of Ottawa, was in Toronto this week, calling upon the trade.

W. J. Dunscliff has entered the boot and shoe business at Wauhaushene, Ont. He was formerly engaged in that line.

John H. McClinton, who recently embarked in the shoe business in Goderich, has added an efficient repair department.

E. E. Hutchison, of J. Eveleigh & Co., Montreal, is spending a few weeks in Bermuda for the benefit of his health.

T. H. Rieder, vice-president of the Canadian Consolidated Rubber Co., Montreal, was in Toronto this week.

There has been a change in J. H. Larochelle, Piche & Co., wholesale boots and shoes, Quebec. E. Piche is retiring.

The Canada Leather Goods Co., the Imperial Shoe Store, and Paul Roy, leather dealer, of Montreal, are among the firms recently registered.

The commercial travelers of Quebec at their annual dinner last week were addressed by Sir Wilfrid Laurier and Hon. L. P. Pelletier, postmaster-general.

Jacob Koenig, a former Walkerton shoe merchant, who has been living in Hanover for some time, will leave shortly for the West.

Fred J. Mitchell of Fort William has made extensive interior improvements to his establishment, and has recently installed

an excellent system of clothing wardrobes with long lines of exclusive shelving for his shoe department.

N. V. D. Labonte of Coaticook, Que., who is the only exclusive shoe dealer in that town, reports that business with him is very good.

M. B. Davidson of Kemptville has disposed of his shoe business to A. Jardine, who was in the general store business for a number of years in Chrysler, Ont.

Joseph Livingston, of Victoria Harbor, Ont., has removed his boot and shoe shop to a new stand, opposite the Queen's Hotel in that village.

J. S. Henderson of Parrsboro, N.S., has bought out the boot and shoe business of his brother, T. E. Henderson, and has assumed possession.

W. J. Greer's shoe store, Wingham, which was damaged by smoke at a recent fire has been repaired and painted, and now presents a fine appearance.

The Roberts and Vane Lane Shoe Company, of Paris, have engaged an expert shoe repairer, and are featuring this department in their newspaper advertising.

Miss Edith M. Axford, who has been for some years in Sutherland's shoe store, St. Thomas, has resigned to enter a Toledo hospital as a nurse-in-training.

Beal Bros., Limited, 52 Wellington St. East, Toronto, have recently added to the equipment of their harness factory, and increased their staff.

Wm. Howarth, of F. J. Weston & Sons, Toronto, has bought the shoe business of A. E. Cudmore, 952 Gerrard St. East, Toronto. He has added a line of traveling goods.

Two young men noticing that H. Sugarman's store, Kingston, was vacant Tuesday afternoon, entered and put a pair of boots under their coats. Mrs. Sugarman noticed the boys, and chased them out to the street, where she recovered the footwear.

A. McDermid, who succeeded Logee & Co., Ingersoll, has made very extensive improvements to the interior of his store. A new ceiling and new shelving have been installed. Several mirrors placed in position and other renovations make the premises exceptionally attractive.

Lieut.-Col. John Byron Robinson died recently in Gananoque. In company with his brother-in-law, the late John F. Kelly, he purchased the boot and shoe business of J. M. Thompson, which has since been carried on very successfully under the name of Robinson & Kelly. Col. Robinson leaves a wife and one son.

Goff Bros., new boot and shoe store on Victoria Row, Charlottetown, P.E.I., was greatly admired on the recent opening. It was brilliantly lighted, and with its double galleries, up-to-date appointments and glittering lights, is a store that would attract attention in any city.

It is reported that the Regal Shoe Co., says the Weekly Bulletin, is to put before the public a new offer on its \$4.50 grade of shoes, which this firm will guarantee to wear satisfactorily for six months from date of purchase, and if they prove unsatisfactory in that time, will give a cash re-

bate dependent upon the amount of time the shoes have been worn.

L. R. Howard, of the Nugget Co., who has been on a trip to Great Britain for some weeks, has returned to Toronto. The company now have 1,700 galvanized sign boards distributed throughout Canada from coast to coast, and have only about fifty of these left. They have also a number of attractive show cards, which they are sending to the trade.

A fine spring stock of boots and shoes was totally destroyed a few days ago when fire broke out in the establishment of James Perry, 213 McGill St., Montreal. The fire, which started on the lower floor, made rapid headway, the flames shooting up through a light shaft from the first to third floors without touching the second floor.

The Royal Shoe Company, Limited, of Toronto, has been granted a charter. The capital stock is \$150,000. The company is empowered to carry on the business of boot and shoe makers, deal in and manufacture footwear of all kinds as well as to acquire by purchase or otherwise, the retail boot and shoe business of C. F. Tugman, conducted under the names of the Toronto Shoe Company and the Royal Shoe Store.

J. E. Willis, of Seaforth, has decided to institute a cash system in connection with his shoe business. Mr. Willis makes the announcement in a prominent place in the local papers, and says that he hopes to sell goods at a discount of ten per cent. on the usual credit price that he has been asking. He believes that the advantages of the cash system are apparent to all, and has issued a neat circular to his many customers, setting forth the benefits of the change.

Recently fire broke out in Coun. A. W. Moffatt's brick block in the store occupied by the Union Boot and Shoe Store, Amherst, N.S. The building and stock was badly damaged before the flames were extinguished. Owing to the location of the fire, which was caused by an overheated furnace pipe, large quantities of water had to be used, and the loss to goods is principally by water and smoke. C. H. Watt, proprietor of the Union Boot and Shoe Store, has \$5,000 insurance on the stock.

T. W. Hart, of the Nugget Polish Co., Toronto, has returned from an extended business trip through the Canadian West, going as far as the coast. He is delighted with the results of his visit, and in one city obtained an order for over \$3,000 in polishes. This possibly constitutes a record for a single order. Mr. Hart will return to the West again in July, and will have charge of the exhibits which will be made by the Nugget Co. at the Calgary and Winnipeg fairs.

R. B. Van Dine, shoe retailer of Fredericton, N.B., is one of the progressive merchants in the Maritime Provinces. He believes in holding a spring opening, and sent out artistically printed invitations. This year, his premises on Queen St. in the capital city of New Brunswick, were visited by an interested and delighted throng when he held his Easter showing on Tuesday and Wednesday, April 2nd and 3rd, from 3 to

6 o'clock each afternoon. The opening was a splendid success. It is now looked forward to as a characteristic feature of the establishment conducted by Mr. Van Dine, who had all the latest offerings on view and his store appropriately decorated for the occasion.

Canada's Active Felt Centre

Referring to an article recently appearing in the SHOE AND LEATHER JOURNAL called "Canadian Shoes for Canadians," which was reproduced by the Galt Reformer, that paper says: "The reason that American felt shoes are not sold in this country is due to the fact that in Waterloo, Canada, we have mastered the art of manufacture and are producing felt shoes that are possibly the best seen anywhere. There does not exist an American firm to-day that places on the market the equal of our product. Waterloo, Canada, enterprise, thanks to the German element of our population, has made it possible to make this boast. As for other classes of shoes, wholesalers and retailers from coast to coast, mark these Canadian lines up to the highest standard—in some, degree of quality is not excelled anywhere.

Well Liked by the Trade



J. A. H. Morin, who has been before the public in Quebec for a number of years, is one of the best liked men in the shoe trade in the ancient capital. He was first in the employ of the Campbell Shoe Co., from April, 1905,

to March, 1909, and since then he has been the energetic representative of James Robinson, of Montreal. He carries on his premises on St. Joseph Street a large and comprehensive stock. Mr. Morin is a great lover of dogs, and can tell all the fine points of every breed. He has one of the finest spaniels in the province for his constant companion. Mr. Morin is a great devotee of the chase, and frequently goes on hunting expeditions. He is a good shot and a genial, kindly, all around good fellow. In fraternal circles he is especially active, and he numbers scores of friends in his business and social relations. He is always willing to extend a helping hand to the man who is down.

New Prices of Shoe Packs

"Men and boys who wear shoe packs and larrigans will have to pay more for them next fall than they have been paying this winter," said a well-known Eastern jobber. The advance is about 10 per cent., and it had to come owing to the great increase in the cost of hides. "Our salesmen, however, have not had any the less business because of the advance," said he, "in fact, our bookings up to the present time are up to our best record in previous years. The people must have the goods, and an advance of even 25 per cent. would not deter their purchasings of such an article as shoe packs."

A Big Call for Tans

The demand for tans is growing, and in some cities it almost amounts to a craze. Tan buttons with Cuban heel and short vamp are having a great call, while among men there is a fair demand for tan button and bluchers. Manufacturers in some Canadian cities report that the re-

quisitions for tans were never more numerous than at present. It seems that if a demand once gets properly under way there is no stemming the tide, and every retailer and jobber wants orders filled in an unreasonably short time. The fall and winter samples of Canadian makers include a larger representation in tans of various colors than they have for years past. One manufacturer said that they were becoming more and more of a staple so far as leathers were concerned, and were worn by many people the year round.

Varied Career in Shoe Line



In twenty years of shoe selling G. H. Ansley, better known as Bert, has had a varied and interesting career. He was born in Chicago, but he had resided in Canada for the past quarter of a century. He started selling for the

old Seguin-Lachine Co., of St. Hyacinthe, Que., traveling in the Maritime Provinces. After they wound up their business he went with George A. Slater, Montreal, then with the J. D. King Co., Toronto, as a special salesman for the Nursery shoe, made by them, which line he originated. For seven years he was with the Slater Shoe Co., of Montreal, covering the Maritime Provinces and later Ontario.

Mr. Ansley has been sales manager for the Nursery Shoe Co., of St. Thomas, for the past two years, which industry has been making great strides since its inception. He has the faculty of making friends with everyone by his obliging and genial disposition. While selling shoes has always claimed his first consideration and attention, he is an ardent apostle of bowling, and manages to get around to the various tournaments in Western Ontario when not on the road. He was at one time a clever hockey player. Mr. Ansley resides at 54 Gladstone Avenue, St. Thomas.

One of the Rubber Hustlers

A record of twenty years on the road and still at it is the history in brief of Ed. M. Zavitz, of Ottawa. His first position was with F. J. Weston & Sons, of Toronto, whom he represented for a dozen years and made a name as a reliable and wideawake salesman. In 1904 he was sent to Ottawa by the Berlin Rubber Manufacturing Co. and took charge of their branch in the Capital. In 1907 he was given supervision of the branch of the Merchants' Rubber Co. of Berlin, and continued in that post until a year ago, when he was chosen as manager of the warehouse of the Consolidated Rubber Co. in the Capital. Mr. Zavitz has built up a large business, and is very well liked by all with whom he comes in contact. He is genial and gentlemanly, and numbers many friends among retailers in all parts of Ontario, while every fellow traveler has a good word to say for "Ed." as he is popularly known.



The Bulk Sales Act

W. D. McPherson's Bulk Sales Act was passed upon by the Legal Committee of

the Legislature in a few minutes recently. Last session the West Toronto member had a similar bill, but left it over so that the business men of the province might be heard from. The McPherson bill provides that every person purchasing any stock in bulk shall receive from the vendor a statement in writing containing the name and address of every creditor of the vendor for any amount exceeding \$50, and stating the amount of the indebtedness of the vendor to such creditor. If the purchaser fails to obtain such a statement before completing the sale, it shall be void against the creditors of the vendor.

Upon obtaining such a statement the purchaser shall, by a certain written waiver from the creditors of the vendor, at once pay the whole of the purchase money into the hands of a trustee for distribution among such creditors, to be distributed according to the Assignments and Preferences Act. No trustee can be appointed without the consent of creditors who represent at least fifty-one per cent. of the amount of claims against the estate of the vendor. When the bill came up in the House it was deferred for another year.

Big Orders Make Him Smile

Graham is his name, but he is not the former Minister of Railways and Canals, who was recently elected in South Renfrew. This man's signature and address are Harvey E. Graham, 42 Dalton Road, Toronto, Ont.



He began his career as a shoe salesman in 1899, when he took charge of A. D. I. Graham's shoe department in Sydney, C. He held that position for four years, and then started on the road for the Robt Taylor Co., Limited, of Halifax. For nearly five years he traversed Nova Scotia as part of New Brunswick, meeting with success and establishing a wide connection. He then joined the Hart Boot and Shoe Co. of Fredericton, N.B., transferring his activities from the provinces down by the sea to western and northern Ontario. His ground is from Toronto to Sault Ste. Marie, Cochrane and Windsor. Mr. Graham is of a quiet disposition, and says his only real hobby is telling merchants his good Hart Shoes are. There is one thing that always makes him happy—big orders, and lots of them. When a boy was a brilliant hockey player, and took foremost part in other lines of sport.

Injured by Catalogue Houses

The thirteenth annual convention of the Retail Merchants' Association of Canada for the Province of Ontario closed recently. A resolution was adopted requesting the executive committee to ascertain from the retail merchants of the province what extent the retail trade was injured by catalogue houses. The following resolution was also passed:

"That as the association has complained and transient traders act that applicable to all parts of the province, as they have secured copies of similar goods from all parts of the world, that a measure be introduced at the next session of the Ontario Legislature, also a resolution have the criminal code amended so as to make it a criminal offence to falsely advertise any article; also requesting the minister board to urge upon the Government the necessity of having the r

trade represented on the Tariff Commission, a resolution advocating an educational campaign to show the public that it would pay them better to deal with merchants in their home town; also one instructing the executive to watch very closely the proposed Employers' Liability Act. It pointed out also that a great many legislative measures have been introduced and a great many opposed during the year. The treasurer's report showed a surplus with all expenses paid, and a payment of over \$2,500 on past liabilities created by opposing injurious legislation.

A hearty vote of thanks was tendered to the secretary, Mr. E. M. Trowern, and the treasurer, Mr. M. Moyer.

The following officers were elected: President, A. Weseloh, Berlin; first vice-president, E. C. Mathews, Toronto; second vice-president, N. C. Cameron, Goderich; treasurer, M. Moyer, Toronto (acclamation); secretary, E. M. Trowern (acclamation); representative on the Canadian National Exhibition Association, John McClellan, Bowmanville; auditor, A. E. Herrington, Toronto.

Suit for \$2,000,000 Entered

A two-million dollar suit and attachment was filed recently in Boston against the United Shoe Machinery Company by the Duplessis Independent Shoe Machinery Company, Limited, of Canada, for an alleged violation of the Sherman Anti-trust Law. The Duplessis Company were organized fifteen years ago by English capitalists, and had a factory in Beverly, Mass. The suit alleges that it was driven out of the country by the United Shoe Machinery Company. The suit was filed in the United States District Court, where two other similar suits are pending against the United Shoe Machinery Company, the three aggregating \$5,000,000.

Some Styles in the Old Land

A correspondent writing from London, England, says: In the matter of footwear there is to be a return to simplicity, and *le ligne*, of which so much is said in regard to dresses, is to be the thing about shoes. No more very fanciful bows and buckles are to be worn by the most fashionable. Instead, plain laces, small buttons and few are to be smart. The black patent shoe or boot with a light suede top will continue in vogue in spite of its long run, and there will be black and white shoes, more conspicuous than pretty, one imagines. Cuban and military heels will be liked.

Diamond Heels in Montreal

A recent despatch from Montreal says: Mrs. C. H. Anthony of Muncie, Ind., set Washington society agog the other day with her astonishing creations in gowns and her wonderful originality in studding her slipper heels with diamonds. In one of Birks' windows recently a pair of slippers were shown with heels studded with half-carat diamonds, giving a good idea of his extravagant invention. These jeweled creations have not as yet been demanded by the Montreal Smart Set; when they are, however, it is well to note that the Birks' firm has taken the trouble to prepare for any order which they may receive.

To Kill the Tipping Evil

The death blow to the "tipping evil," which the Commercial Travelers' National League has been directing its energies to abolish, may be struck at last if the latest plan formulated by that body is carried into effect. At a recent meeting of the officers of the organization W. E. Ad-

ams, of Philadelphia, vice-president, offered a resolution calling for the formation of a stock company which will operate a chain of "tipless hotels in more than one hundred leading cities of the country. To accomplish this he suggests that each traveling man invest \$10, and all houses employing commercial travelers \$100 each, thereby providing a capital stock in excess of \$10,000,000, which would be sufficient to operate a number of hotels to which traveling men could resort and escape the "tipping" nuisance.

Another Veteran of the Road

Twenty years on the road, and still at it. That is why J. L. Tretheway made a success of the business of traveling. He believes in continuity of effort, and throughout Western Ontario, there are very few retailers who do not know him personally and even intimately. He was born and educated at Port Arthur. His first venture in the shoe line was in the retail business at Owen Sound, where, along with his brother, he was engaged in the trade for some three years. He later joined the traveling staff of the J. D. King Co., Toronto, and was with that firm for ten



years, covering Western Ontario. His brother, R. J. Tretheway (now of Tretheway, Karn & Co., wholesale boots and shoes, London), was also a traveler for the same company for many years. A few years ago "J. L." went with the Brandon Shoe Co., of Brantford, becoming identified with the firm at their inception in Aylmer. His field is from Toronto to Windsor. Mr. Tretheway resides in Toronto, his home being at 44 Warren Road. W. G. Tretheway, discoverer of the famous Tretheway and Coniagas silver mines at Cobalt, and now proprietor of the Tretheway Model Farm at Weston, is a cousin. J. L. Tretheway generally spends a couple of months in the summer at his cosy and comfortable summer home on beautiful Lake Temagami, for he is fond of the open air, and has some private interests in leading Cobalt properties. In the winter, when not on the road for the Brandon Shoe Company, he may be seen curling or enjoying a game of ninepins, and at both he is quite an expert. He likes the shoe selling game, and has made a success of it during the score of years that he has been calling upon the trade.

The Easter Trade was Heavy

Reports from all sections of the country indicate that Easter business in the shoe line was well up to the mark. In fact,

many merchants report that while some spring lines were a little slow in selling, still the large volume of business done in rubbers, owing to the damp weather, rolled up a trade that was considerably ahead of last year. From everywhere come reports of strong demands for button boots, particularly tans, carrying a short vamp, high toe, and Cuban heel. Several retailers have been searching far and wide for suitable lines in order to satisfy the craze for this particular type of shoe. Some dealers do not relish selling buttons, as they claim that having to shift buttons takes up a lot of time, and that they could have done one-third more business had they been disposing of lace boots. The button Oxford for women seems to be a coming favorite, and there are indications that whites will be selling strong within the next few weeks, but in the meantime the run is on tans, and nothing seems to abate the cry. Lu lu's, gun metals and tans are going well in all districts, and there is apparently about an equal measure of favor between the two leathers. Button boots are being called for more and more by the male persuasion, and it is likely that, as the warm weather comes along, the measure of appreciation for button shoes will grow. There are comparatively few patents selling except for dress or social occasions. On the whole, the Easter trade was particularly active, and seems to have been satisfactory to most dealers. There is one universal verdict—the rubber business was never better than during the past few weeks, the weather being particularly favorable to the demand. Jobbers report a good sorting business done during Easter and state that nearly all spring footwear has now been shipped out. Orders for fall shoes are coming in very well, and in the meantime everybody is looking forward to an active, healthy spring trade.

A Handsome Western Store

The New Westminster Columbian says: There was a good attendance at the formal opening of Johnston's Big Shoe Store as a means of celebrating the completion of the large annex at the rear of the building. The spacious store presented a fine appearance all lit up by means of the newly installed electric fixtures. A piano at one end of the building provided music, and the event took pretty much the form of a promenade. Large numbers of citizens passing up and down Columbia Street, attracted by the music and the crowd, dropped into line and walked through to see and admire. The store is one of the largest, as well as one of the most complete in the West. It measures 132 by 32, and is admirably lighted, by means of windows at the front and rear sides. At the back of the store is a balcony, cash and parcel gallery, and opening off from it the manager's private offices. The old gas fixtures have been taken out and replaced by ornate brass electroliers, and when lighted the store has an especially pleasing appearance. A new air line cash and parcel system has been introduced, and is easy of access from any portion of the store. On one side of the store itself a neat little telephone and letter writing room has been fitted up for the convenience of patrons. The store has been newly floored, and the double row of seats which occupy the centre of the store have laid in front of them heavy carpet. A rear entrance provides access to Clarkson Street. The architects for the improvements were Messrs. Mercer & Gardner, and the work was done by Mr. J. H. Vicars, of Vancouver. In addition to the improvements to the store accommoda-

tion, two comfortable stores have been built on Clarkson Street above the shoe store, which it is expected will very shortly be occupied. In order to keep pace with the growing business the staff has been increased, and ten clerks are now employed. In addition to these an expert window dresser has been engaged, and will shortly arrive here from Toronto.

Rubber Prices Will Go Higher

It is evident that there will be an advance in the price of rubber footwear within a few days. Various manufacturing companies are urging retailers to place their orders early in order to give them a chance to make the goods and to assure delivery in the early fall. All the companies report an improvement in the matter of earling placing, but there are a number of dealers throughout the country who have not yet given their bookings. One manufacturer stated that this had been the most wonderful spring for the rubber footwear trade that he had seen in 20 years. Practically all the output of the factories had been taken to satisfy sorting orders and very little reserve stock was being piled up. In fact in many of the lines various establishments are short. The demand is still keen for rubber footwear of all kinds except cloth goods and lumbermen's shoes. In all light wear and rubber boots, the number of requisitions has been phenomenal. The price of crude rubber is high. Cottons have taken an advance and wages generally are on the up-grade. In view of these circumstances, several representatives, who were interviewed, agreed that an increase of 7 per cent. would surely be made within a very few days and the retailer, who is wise, will be forearmed, and place his business now. This is not only good policy and foresight on his part, but it may result in him saving many dollars besides. Early ordering is a necessity also from the fact that no stocks have been accumulating and manufacturers guarantee delivery of all goods if placed during the present month. Some orders if not received during the next two weeks, may not be filled as promptly as certain persons, who are holding back, may think.

The World's Dearest Shoemaker

The creation of a school of artistic shoemaking is the dream of one of the most original tradesmen in Europe, who occupies a workshop on the top floor of a house in the Place Vendome, Paris. This artist in footwear, who is a Sicilian named Paolo Yatorny, proudly styles himself the dearest bootmaker in the world, and the title is justified by the following six rules handed to every visitor to his atelier:

- 1—A last is made for every client.
- 2—Experimental boots and shoes are provided until complete satisfaction is given, and are at the cost of the house.
- 3—Prices vary from \$20 a pair.
- 4—The order consists of (a) ten pairs of boots and shoes, (b) ten pairs of trees worth sixty pairs of silk stockings or socks, (c) a special traveling shoe trunk.
- 5—A deposit of \$600 to be made.
- 6—Terms: cash down.

The deposit of \$600 is the preliminary to all business with Yatorny, and he will only serve clients who have leisure to devote to the all-important business of being fitted. He makes the last from a block of mahogany with his own hands, does all the cutting out and modeling of the shoe, and only has the assistance of a couple of workmen for sewing on the soles. He often spends weeks over the last seeking to re-

produce with the fidelity of an artist the exact lines of a client's foot. One pair of shoes after another is furnished to the client, and destroyed until an exact fit is obtained. This original bootmaker has on his books several royalties and some of the smartest women in England and America. He never advertises. He took a shop in Bond Street during the coronation week to show London what Paris could produce in the way of shoes.

He Grew Up in the Trade

Yes, he grew up in the shoe business and is a Kingstonian by birth. His father started a custom shoe manufacturing concern over sixty years ago, and two brothers continue the historic shoe house. James T. Sutherland, who recently started on his third year with the Cook-Fitzgerald Co., of London, covers all the large towns and cities between Toronto and Quebec. He is one of the most widely known travelers on the road to-day, and has built up a strong connection with the Astoria and Liberty brands. Leaving the Limestone City at the age of twenty-one, he went



South, and was manager of the shoe department of Altmayer and Co., Savannah, Georgia, for nearly three years. He next sold shoes for a leading American house in Michigan, Illinois, Indiana and Wisconsin for four years, when he engaged with another company, and for eight years traversed the territory between Baltimore and Florida. He thoroughly understands boots from tip to pull strap, and, when he is not on the road "Jim" is devoting his attention to hockey and other branches of clean, amateur sport. He has been a member of the Ontario Hockey Association executive for some time and has managed the famous Kingston Frontenacs, which team has either won the championship or been in the hockey finals every winter for the last fifteen years. During the warm weather he spends several weeks at his comfortable summer home on Amherst Island, near Kingston, and is never tired of black bass and other fishing, at which he is as expert as in boosting hockey or selling shoes.

Some Advice on Ladies' Shoes

A leading woman writer in one of Canada's most widely read daily papers has something of interest to say on style in

women's footgear. She observes: One hears it said of a baby that he "feels his feet," as though they were something new he had discovered, and when spring comes, and rubbers and overshoes are discarded, grown-ups often have a somewhat similar sense of sudden realization, but I think it is their boots that they realize. With the realization comes a renewed interest in the windows of the shoe stores, which certainly display some very dainty wares.

But as all sorts of dresses do not look well on all sorts of figures, neither do all sorts of shoes on all sorts of feet. A short-vamped shoe, especially if high-heeled, emphasizes the stubbiness of a short foot; a deeper vamp and a lower heel on a shoe a size longer and a width narrower will have a better appearance. The woman with a long, narrow foot can wear short vamps without getting a wide effect. But you can tell more by studying your feet in the mirror, and considering it in proportion to your whole figure, than by any rules I may lay down. If it fails to carry out the general lines and proportions of your figure it may be dressed to rectify the chief faults.

The fitness of the shoe for the occasion on which it is worn is another important point, and comfort is one of the first requirements of appropriateness. I am sure that no woman walks as comfortably in high Cuban heels as she does in low broad ones, with the addition of a rubber heel. Undoubtedly a good walking boot with extension soles and low heels makes the average foot look two sizes larger than does a high-heeled shoe, but it is worth it in comfort and fitness, and the high heels may be used for other occasions.

Many people fail to realize the importance of dress accessories, and the greatest importance of all lies in their good repair. A cheap little dress worn with irreproachable gloves and shoes will look better than the most expensive one worn with soiled and frayed accessories. A missing button or a knotted lace should be a humiliation, and the expression "down-at-the-heels," has been well-used to describe a state of mental and material carelessness. Nothing seems more of a barometer of one's all-round fitness than the condition of one's footgear. Heels might be supposed to be the least noticeable part of one's outfit, but it is astonishing what comments they evoke. One man wrote a whole article on them in a recent magazine, and illustrated it, and another was heard to reply hesitatingly to a complimentary remark on a girl's appearance: "Ye-es, but her heels were run down."

The popularity of short skirts has increased the importance of footgear. The extensive wearing of pumps and oxford ties has had an inclination to enlarge the ankles, and now that high, white buckskin boots have achieved such favor they will perhaps have an opportunity to regain their slenderness.

Canadian Day at Boston Fair

One of the big features at the National Shoe and Leather Fair to be held in Boston from July 10th to 17th next, will be the Canadian Day. This will be observed on Friday, July 12th, at the suggestion and through the influence of the SHOE AND LEATHER JOURNAL. The publishers impressed the importance of the matter upon the management in view of the representative number of visitors from the Dominion, who attended the fair last year. Canadians will thus be honored by having a day set apart for their entertainment and instruction. It will be one of the cards of the great gathering. It is expected that a larger delegation

than ever from Canada will visit Boston during the Shoe and Leather Exhibition in July next. Many meetings and conventions will be held by trade organizations. The National Shoe Retailers' Association will celebrate a "get together" week, making their headquarters at the Mechanics' Building, where the management have given them space. National shoe travelers will also hold a reunion during the progress of the fair. There will be a special day for superintendents and foremen, and the fair directors will provide all these gentlemen who make application, with pass tickets, good for free admission during the entire week. A great publicity campaign is being conducted and visitors are expected, not only in large numbers from Canada, but from all over the continent, and from many European countries. The management report that already more exhibition space has been sold than at the opening of the fair last July. All branches of shoe and leather industry will be well represented.

Rubber Tanned Leather Industry

The Canadian Rubber Tanned Leather Syndicate, Limited, who are located in Port Hope, expect to start the manufacture of their rubber tanned leather in a week or two. H. Graham-Green, who is the managing director, states that owing to the recent coal strike in England one of the principal chemicals used had been delayed in shipment, and it could not be obtained on this continent.

The process, for which the company hold the Canadian patent rights to manufacture, is entirely new on this continent, leather, which has previously had all the cells emptied of grease and fats, etc., by a patent process, with a pure rubber so and consists of treating chrome-tanned leather, which by a series of tanks and drums is forced right through the cells of the leather, thereby rendering it not only waterproof, but very much more durable, it is claimed, than any other leather which has been placed on the market.

"Whilst its use has not been confined to any one particular purpose, it is specially valuable for sole leathers, machinery belting, hydraulic cup leathers, and last, and most important of all, automobile tires. For machinery belting it has been proved by everyone who has tried it that rubber-tanned leather has far greater attraction than any other belting, and is not affected by any varying degrees of temperature, hot, cold or damp. For sole leathers, the fact that it is waterproof and extremely durable, and also practically noiseless makes it extremely valuable," say the company.

New Inventions

The following information is specially compiled for the CANADIAN SHOE AND LEATHER JOURNAL, by Messrs. Hughes & Young, patent agents, of 55-56 Chancery Lane, London, W.C.

24150—G. Evans, 2 Walton Street, Toronto, Canada. Boots, heels. In detachable heels of the type having a peripheral lip or flange adapted to be slidden into engagement with a peripheral turned-over flange on a metal plate fixed to the boot, etc., the lip of the heel is stiffened by a metal plate embedded in the heel, and having projections extending into the lip. The heel is preferably of rubber, and has a lip adapted to be engaged with a flanged plate, the lip being strengthened at intervals by projections on the metal plate. The plate may be suitable cut away to lighten it and to prevent the flexibility of the heel from being unduly impaired. For example, it may be T-shaped.

24214—Messrs. Gimson & Co., engine

works, Vulcan Road, and S. Keats, 96 Mere Road, both in Leicester. Boots, pounding, etc. In pounding-up or like machine of the type in which a series of yielding members adapted to be held outward by centrifugal force are mounted on a rotary head, helical springs arranged longitudinally between discs form the yielding members. The springs, which are preferably of flattened material, close wound, are supported in recesses in the disc, or on projections. A core is provided to prevent the springs from being bent too far inwards. The springs may be wound in the same direction or in opposite directions.

On an Interesting Mission

J. S. Ashworth, who is in charge of the Canadian headquarters of Sir H. W. Trickett, the noted English slipper manufacturer, left last week for the Old Country on an interesting mission. He will be absent about three months and when he returns to the Dominion, expects to have very congenial company. Mr. Ashworth has been connected with Sir H. W. Trickett, Limited, for over seven years and has been coming to Canada about six years. Early in June he



will be wedded in the Presbyterian Church at Larne, Ireland, to Miss Maud N. Jackson, who is a resident of Larne, which town is located near Belfast. Mr. Ashworth and bride will spend some time at Waterfoot, near Manchester, England, before returning to Canada. They will take up their residence in Toronto. Mr. Ashworth is well-known to the wholesale shoe men and manufacturers from one end of the Dominion to the other and his numerous friends will wish him a very pleasant voyage and safe return.

News Budget from Quebec

Many Manufacturers and Retailers Pay Visit to American Cities—Easter Business Was Fair

O. Goulet was in Montreal for a few days last week on business.

J. B. Blouin, of Levis, has installed a new No. 5 Goodyear lasting machine.

L. Duchaine has added several new lines of felt goods in men's, boys', youths', women's and misses'.

E. P. Mullarkey, superintendent of the Wm. A. Marsh Co., Limited, is spending a few days in Boston.

A. Roy, former shoe manufacturer of this city, was seized with a paralytic stroke a few days ago, and his condition is very serious.

Lachance & Tanguay have put in a new Reece buttonhole machine and other ma-

chines in their fitting room. The factory is still busy and working hard to finish its winter's run. All the new spring samples have been completed.

E. Fournier, of the Plessisville Shoe and Leather Co., Plessisville, Que.; G. J. Settle, of the Hartt Boot and Shoe Co., Fredericton; L. H. Dupre, of the Independent Box Toe Co., Montreal; P. J. Hogan, of the United Shoe Machinery Co., Montreal; A. Robert, of the United Leather Co., Boston; Mr. Jackson, of Jackson & Savage, Montreal; M. P. Mounsey, of Sultana, Limited, Montreal, and others were in Quebec during the past few days.

The John Ritchie Co. aggregation have won the hockey championship of the Manufacturers' League in Quebec for the season of 1911-12, and have thereby captured the Scott cup. This premium was donated by J. A. Scott, leather merchant of Quebec, who will banquet the champions at an early date. The successful team was composed of: Goal, F. Hatch; point, S. Boudrault; cover point, M. Cleary; cover, J. Stewart Ritchie; centre, James Davis; left wing, A. Racine; right wing, A. Lapointe. The teams in the Manufacturers' League were: William A. Marsh Co.; John Ritchie Co.; James Muir Co.; Rock Shoe Co.; and Louis Gauthier Co.

The Easter trade among the retailers of Quebec City was very satisfactory, but not as great as in other years, owing to the weather being too cold, and there being too much snow and ice for the disposal of spring goods. The number of rubbers disposed of was very large. There were several nice window displays made by enterprising dealers. A number took advantage of the Easter holidays to spend a short vacation in New York, Atlantic City and Boston. The factories are generally pretty busy.

Among the visitors in Quebec during the past few days were: Messrs. M. J. Burns of Coats, Burns and Wanless, London, Ont.; G. A. Whitley of Fred Whitley & Co., Montreal; Sauve of Sauve & Perras, Montreal; H. C. Parker of the Dominion Supply Company, Montreal; Lemieux of the Fraserville Boot and Shoe Co., Fraserville, Que.; A. McKillop of Calgary, Alta.; Dalton of L. H. Packard & Co., Montreal; Taylor of the Goldbert Last Co., Montreal.

He Believes in Organization

Louis F. Falardeau, who was recently elected provincial president of the Retail Merchants' Association of Canada at the annual gathering in Montreal, has long been a public-spirited citizen of Quebec. He was the



first president of the Shoe Retailers' Association of that city, and has been in the shoe business for 30 years. He has built up a wide connection and to-day enjoys one of the largest footwear trades in the ancient capital. Mr. Falardeau has a strong belief in the benefits of "getting together," and is of the opinion that associations of men, engaged in kindred lines, can accomplish much by united and aggressive effort. He has given largely of his time and attention to mercantile associations, and his good work was recognized at the annual meeting held in Montreal city the last week in February, when he was elevated to the presidency. Mr. Falardeau is popular with all classes and has done much to uphold the interests of the boot and shoe retail interest.

Happenings of Interest Among Canadian Factories

New Footwear Factory to be Established in Prince Rupert—Removal of Windsor Concern to Stratford—Montreal Shoe Section Discusses Invasion of American Shoes—Floods Do Damage to Industries in Galt and Guelph

The A. A. Durkee Co., Limited, of Truro, is so busy that it is running night and day.

W. F. Martin, sales manager Kingsbury Footwear Company, Montreal, is expected back from the West this week.

The Solid Leather Shoe Co., of Preston, Ont., have recently installed a Rex pulling-over outfit.

The T. Sisman Shoe Co., Aurora, is to put in three Ideal Model C clicking machines.

The N. Langmuir Mfg. Co., of Toronto, has put in a four-foot gearless dieing-out U.S.M. machine.

Bert Gibbard, representing the Pingree Shoe Co., of Detroit, Mich., was in Toronto last week on business.

M. L. Savage, representing the Tetrault Shoe Mfg. Co., Montreal, left last week on an extended trip to the coast.

D. McDermott, of McDermott Shoe Co., Montreal, spent a day or two recently in New York.

W. P. Hodges, of George A. Slater, Limited, Montreal, is leaving shortly for the Maritime Provinces.

W. M. Adams, of the Adams Shoe Co., Toronto, has returned from a successful business trip to Winnipeg.

The contract for the erection of the new factory of the Collis Leather Co., of Aurora, Ont., has been let to George T. Browning, who has begun excavation.

Wayland Shoe, Limited, Montreal, are showing their first welts and samples for fall shoes. Three new lasts have been put in, and they are very nice indeed.

Sterling Bros., Limited, of London, have recently installed a Rex pulling-over machine and auxiliaries, as well as other additional equipment.

J. W. Hewetson, shoe manufacturer, Toronto, has returned from a visit to New York, Philadelphia and other points, where he was picking up several style pointers.

Star Shoe Co., Limited, Montreal, are about to occupy the ground floor in the building where their factory is located. This extra space, 120x45 feet, will relieve much of the congestion which now exists.

The Independent Box Toe Co., Montreal, are now making heels of all kinds for men's and women's shoes. The new pany have been turning out some very attractive specimens.

Smardon Shoe Company, Montreal, are now in possession of a handsome sample room, where a full range of samples are being shown for the first time. It is a big improvement on their former sample room, being much larger.

Two new lasts are being shown in the Star Shoe, Montreal, fall samples. One is a misses' medium high toe, and the other is a boys'. The boys' McKays are being shown for the first time by the firm.

The Commercial Trunk Co., Limited, the share capital of which is \$25,000, has been granted a charter. The head office will be in London, and the organization is empowered to manufacture and deal in trunks,

boxes, bags, suitcases and leather goods. The incorporators are C. E. Speiran, W. J. Bigelow, L. E. Thompson, S. Brown, W. J. Oliver.

There was a rumor circulated recently that several shoe factories in Quebec were contemplating a removal to Montreal. This report is staunchly denied by the manufacturers in the ancient capital. They state that they have no intention whatever of quitting Quebec.

Charles Knees, proprietor of the American Oak Leather Tannery, of Canifon, Ont., has sold his business to John Kennedy, of Kingston, who will take possession about the middle of May. The tannery makes chrome sole, chrome belting, chrome lace and also raw hide lace leather.

Valentine & Martin, of Waterloo, Ont., are building an addition to their factory for Goodyear work. The new extension faces Queen Street. It will be of brick, three storeys high, and in dimensions 132 by 66 feet. The addition will be equipped with all the newest machinery. Mr. Val-

New Rubber Company

J. I. Chouinard, Montreal, has purchased the plant and business of the Corona Rubber Company, and has organized a new concern which will be known as The Columbus Rubber Company, of Montreal, Limited. The company has an authorized capital of \$400,000, and will manufacture a complete line of rubber footwear, putting in new American lasts and patterns for all lines. An addition of two storeys will be made to the factory in the early summer giving the firm a possible output of 5,000 to 6,000 pairs a day. J. I. Chouinard is president and general manager of the company, while Joseph Gravel is assistant man-



J. I. Chouinard.

ager and general sales agent. E. Gauthier is secretary-treasurer. The directors are J. I. Chouinard, Alex. Desmarteau, accountant; U. Vanier, manufacturer; A. Geoffrin, M.P.P., lawyer; J. B. Morin, manufacturer.

R. E. Coughlin, who was connected with the Canadian Rubber Company for nine years, will be superintendent of the factory.

Mr. Chouinard is the proprietor and president of the Regina Shoe Company, and J. I. Chouinard (jobbing house), Montreal.

The new company will market two grades of rubbers, "Columbus" first quality, and "Minto" second quality, through the jobbers.

entire is a great believer in keeping Good-year and staples separate. It is only two years ago that a large addition was erected by the firm.

The Berlin Trunk & Bag Co., at the head of which is A. L. Breithaupt, have begun work on their new factory in Berlin, which will be 160 feet long, 60 feet wide, and three storeys high. Mr. Breithaupt has recently returned from a business trip to New York City.

John Scully, late of Galt, has been appointed foreman of the bottoming department of the Adams Shoe Co., Toronto. The factory have recently added a Consolidated hand lasting, a pulling-over machine, a Reece buttonhole outfit and a Reece button sewer.

The Regina Shoe Company, Montreal, will shortly begin erection of a further addition to the plant. It will be 25x100 feet, and four storeys high. The new section will house the Goodyear department, inaugurated last fall, which is developing rapidly.

It is understood that the tannery of Mr. Zinkan, of Port Elgin, Ont., will shortly change hands, and come into possession of parties from the United States, who are expert chrome tanners. Mr. Zinkan has recently returned from the Canadian West, and negotiations are now in progress.

The Logan Tanneries, Limited, of Picton, N.S., have assumed possession of the assets and good-will of the Logan Tanning Co. \$125,000 capital was asked by the Logan Tanneries, Limited, and it is understood that the securities have all been taken up.

George Gregg met with a very painful accident at the Beardmore Sole Leather tannery in Acton. He was working at the leather rollers when his right hand was caught and pulled in. The arm was drawn in to the shoulder, and the member pulled completely from the socket. The shoulder was also broken, and Mr. Gregg was injured internally. He was taken to the hospital, but expired a few hours later.

Another new industry in the line of manufacturing of boots and larrigans of all kinds, has been started in St. John, N.B., by Messrs. Steen Bros. They have begun with a dozen hands and expect in the near future to employ twenty-five or thirty. They are using the best chrome leathers, making the line of strictly waterproof goods. They also manufacture a high grade of ladies and gents' fancy fringed moccasins.

The hide market still continues stiff in the matter of prices, and the hide merchant are complaining of the cost of supplies. This they are scarcely able to account for. The hides coming in at present are rather poor quality. The fact that there is no very pronounced demand from tanneries should weaken the market, yet quotation remain very steady in Toronto. There is said to be a scarcity of live stock throughout the country.

There have been several disastrous floods in western Ontario during the past few days, and among the sufferers have been several shoe manufacturers. The River Speed at Guelph went on the rampage, and flooded a considerable portion of the city. The water entered the factory of the Royen Ogg Shoe Co., doing about \$4,000 damage. At Galt, the River Grand overflowed its banks and inundated a considerable portion of the town. Among the industries

(Continued on page 70)

NUGGET

ACTUAL SIZE OF

NUGGET

Because it was impossible to better the quality of "Nugget" Polish it was desired to give the public the benefit of economical manufacture. The size of the tin has been increased. It's just twice the size of the old tin.



The sales-making possibilities of the new large tin, especially when it is remembered that the quality of polish is the same as of old, are unlimited. "Nugget" is just twice as good a proposition for you, Mr. Merchant as it was.

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NEW LARGE TIN

POLISH

THE NUGGET POLISH CO., LIMITED

TORONTO - ONTARIO

Fit your customers to Dr. Scholl's Appliances. Increase your profits on every sale leaving your store—You can do it.

Scholl's "Foot-Eazer"

A positive easer for the feet, limbs, body and nerves. Self-adjusting, springy, and is the appliance that can be worn by any one with comfort.

Bridges the weight from heel to toe. For tired and aching feet, or for anyone constantly on their feet. Prevents flat-foot. All sizes, for Men, Women and Children. Price \$2.00 per pair



Dr. Scholl's "Bunion-Right"

A most practical invention for the correction of Bunion trouble. Is soft, pliable and is placed between the great and second toe to give just sufficient outside pressure to bring the toe to its natural and true position.

Sizes Large and Small. Price 50 cents each, \$1.00 per pair.



Dr. Scholl's Bunion Reducer

Gives immediate relief. Fits closely and snugly to the bunion or enlarged joint, shuts out all air and moisture, thereby arrests further growth of the bunion by its reducing action on the tissues.

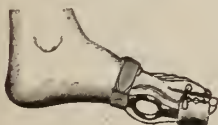
Thoroughly antiseptic and sanitary, as it can be cleansed by washing. Made of pure para gum rubber. All sizes, Rights and Lefts. Prices 50 cents each, \$1.00 per pair.



Dr. Scholl's Anti-Bunion Spring

This practical apparatus acts as a lever to draw the affected toe to its normal position. Especially necessary to those who are troubled with bunions caused by the deformity of the joint or misplacement, when of long standing.

Sizes, Small, Medium and Large. Right and Left. Price \$1.50 each, \$3.00 per pair.



There's a Scholl appliance or remedy for all foot ills—Don't accept substitutes—Specify Scholls.

The Scholl Manufacturing Co., Limited
472 King Street West Toronto



Surer Profits

Your customer can't help but feel impressed with the fact that 20th Century Welts give value for every cent of their price. You won't have to "knock off" anything to make a sale.

Retailing, Men's at \$4.00 and \$5.00, and Boys' at \$3.50 and \$4.00, they give a real good profit that you are sure of on every pair.

Two new lasts for Fall, 1912.

THE
C. E. McKEEN CO.
QUEBEC

that suffered by reason of the freshet were the Galt Shoe Co., who estimate their loss at \$3,000, and Getty & Scott, Limited, a portion of whose premises was submerged. The loss to this firm will be about \$7,000. The waters have now gone down, and normal conditions again prevail. The past few days have been very trying ones with the manufacturers.

The Halifax Herald of recent date says: With William McClure as president and manager and the following gentlemen comprising the board of directors, the success of the Logan Tanneries, Limited, should be assured: E. M. MacDonald, M.P.; R. M. MacGregor, M.P.P.; Edward Fullerton and Albert F. Logan. This business has a dividend record of 12 years and the investors of the province will be interested in the advertisement of Louis N. Fuller, who is offering for the company \$125,000 7 per cent. cumulative preferred stock with a 60 per cent. bonus of common stock.

Union No. 228 of the Boot and Shoe Workers, Hamilton, have elected the following officers: President, J. Gimblett; vice-president, G. Askew, Jr.; recording secretary, Wm. Anstey; financial secretary, H. Harrison; treasurer, Fred Braid; conductor, A. Gardner; sergeant-at-arms, J. Moore; Auditors, J. Gimblett, A. Charlesworth, A. Willis; trustees, C. Hull, A. Willis, W. Anstey; executive board, J. Gimblett, G. Askew, Jr., A. Milne, W. Anstey and J. Lanning; delegates to Trade and Labor Council, H. Pegg, A. Milne, H. Harrison, P. Moore; delegates to Label League.

A despatch from Port Arthur says: "We are going to establish a \$150,000 shoe manufacturing plant in Prince Rupert, 350 miles north of Vancouver, in British Columbia," said P. K. Smith, who is a representative of the National Shoe Machinery Company of Chicago, and is spending a day or two in Duluth before leaving on his long journey to complete the final arrangements and instal the machinery for the new factory. That Prince Rupert is a city of some pretensions is evident by the size of the shoe

factory to be installed by the American firm, their first venture in Canada. The machinery, which in this country is operated on a royalty basis, will be sold outright, and the plant completed will give employment to about two hundred people and turn out about 3,500 pairs of shoes per week. N. B. Wilson is the man representing the Canadian capitalists who are financing the concern.

A rubber heel which can be trimmed without its appearance being spoiled is being put on the market by L. H. Packard & Co., Montreal. It is a reasonably



priced heel, and comes in all sizes, and because it is possible to trim it without making any material difference in its appearance it is popular, especially with the repairing trade.

A meeting of the shoe section of the Canadian Manufacturers' Association was held in Montreal on April 11th. Mr. Joseph Daoust, the president, presided, and there was a good attendance. Several topics of interest were discussed, among them being the large number of American shoes that are coming into Canada at the present time. The invasion of so much footwear—some of it of a doubtful quality and make—from across the border, was deplored, and special reference was made to the practice of certain departmental stores bringing in these shoes and selling

them at a decided profit, under glaring announcements of high-grade American shoes and thus misleading the public. No definite action was taken, but the matter may be discussed again at an early date. The question of terms was also considered. It appears there are very many differences in the concessions which are extended to the trade by manufacturers, and as one member said, "Each appears to be so well satisfied with his own terms that he does not particularly interest himself in the terms that others offer." It is probable that a more uniform basis may eventually be agreed upon. At present some are giving four months, some sixty days, some thirty days net, and some two per cent. ten days, while the discount in many instances also varies.

The by-law which was submitted to the ratepayers of Perth, Ont., to grant \$25,000 to the Winn Shoe Co., for fifteen years, without interest, was voted upon on April 13th, and was defeated. 354 persons cast their ballots for the by-law and 141 against, but the majority required, under the municipal act governing loans, was not sufficient, being 86 votes short of the necessary number.

Stratford has secured a new industry in the Dunford Elk Shoe Company, which will be removed from Windsor, where it has been successfully conducted for the past five years by R. C. Dunford, who will be manager of the new company in the Classic City. The concern makes the Elk tan brand of shoes, worn by prospectors, miners, western farmers and ranchers, as well as other lines for men and women. They have purchased the building occupied by the Stratford Clothing Co. The provisional directors of the firm are: Duncan Ferguson, G. C. McPherson, Robert McEwan, J. A. Davidson and R. C. Dunford. F. J. Lashbrook is the general selling agent for the Dunford line throughout the Canadian West. He is also representative for Getty & Scott in the same territory.

Brighten Up Your Spring Announcements



205



203



211

Order cuts by Number. They are 50 cents each. Prompt shipment and good service.

Art Dept., Shoe & Leather Journal
MONTREAL TORONTO

Established Over Half a Century



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TANNERS
 BERLIN - ONTARIO

SOLE LEATHER Our Brands "Eagle," "Pene-
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Always Reliable. None Better.
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WARM FELT FOOTWEAR

combining quality, style
 and best workmanship, see

THE DOMINION LINE

Positively not in any Trust or Combine.

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Manufacturers of
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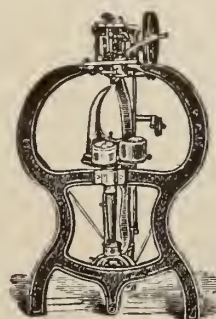
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Honest Values at Honest Prices.
 All Work Warranted.

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 Machine

ESTABLISHED IN 1869

OLDEST SHOE MACHINERY FIRM
 IN CANADA.

KIEFFER BROS.

Dealers and manufacturers in
 Non Royalty Shoe Machinery.

Duplicate parts for all kinds of shoe mach-
 inery always kept in stock. Ask for prices on
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Helping your shoes to wear longer

A Guay solid leather counter never caused a shoe to lose its usefulness, but it has helped in many cases to give the shoe a longer life.

Guay counters will help your shoes to wear longer and give better satisfaction because they are built to stand the strain.

And they only cost $3\frac{1}{2}$ to 4c. per pair.

EUGENE GUAY

230 St. Marguerite Street
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The Williams factory turns out nothing but work shoes. That's one reason why

WILLIAMS FLAME-PROOF MOLDER'S SHOE

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

Write to-day and get our price list.

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BRANTFORD, ONT.

CANADIAN SELLING AGENTS
ARTHUR A. WILLIAMS SHOE COMPANY
HOLLISTON, MASS.

For Attention of Subscribers in Arrears—

Some time past a representative of an American Collecting Agency was requested to look after some of our accounts in the more remote places.

In some manner they secured a total list of our subscribers, and tried to force collection.

This concern calls itself the **Publishers' Adjusting Association** and is absolutely not authorized to collect for us from anyone. We have repeatedly asked them for a statement of their collections, and this has never been forthcoming. They have on no occasion remitted to us any moneys they have collected.

Subscribers, note this, and pay either our credited representatives or remit direct.

Acton Publishing Co.
Limited

Toronto, Ontario

Two New Lasts in "Star" Samples

You will like that new medium high toe Misses' last which our travelers are showing for Fall, 1912.

It is one of the neatest McKays on the market, and it will be a ready seller. It comes in all leathers.

Your special attention is called to our heavy walking boots. They are classy.

A New Boys' Last

A NEW LINE WITH US

A medium high, wide toe shoe, one of the most comfortable you ever saw. Looks stylish and will wear long.

We have a complete line in boys' McKays that cannot be beaten for appearance and worth.

Our travelers are now showing samples. See them.

STAR SHOE, Limited
MONTREAL

Sample Room—La Patrie Building, M. Gauthier



ASK FOR
So-Cosy
TRADE MARK
SHOES

Your Baby
Is not more thought of than some of your customers' babies. Please the mothers by showing a nice range of *So-Cosy* shoes. They Boost Business

THE HURLBUT CO. LIMITED
PRESTON, ONT.

Brighten up your Shoe Ads

Good, clear cuts are essential to attract attention to the latest styles and newest shapes in shoedom.

Make use of our Cut Department, Mr. Retailer. We are at your service and are supplying artistic newspaper illustrations to scores of go-ahead dealers.

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LEGGINGS SPORTING BOOTS
LARRIGANS AND UPPERS

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Special Attention Given To Export Trade

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Makers of

Men's, Boys', Youths' and
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 and Staple Lines

Fred. C. A. McIndoe & Co.

Leather Dealers and
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Selling Agents for

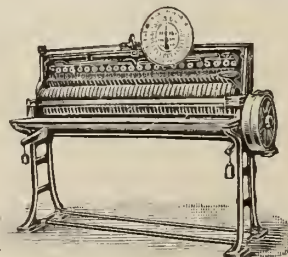
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**Moenus "Normal" Measuring
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STANDARD QUALITY

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Twines—all kinds

Hardash Silk Thread

Also Boot and Shoe Laces

Mohair, Leather,
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MANUFACTURERS OF HIGH GRADE

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Dermiforma is always the same

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INCORPORATED

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“WHERE QUALITY COUNTS WE WIN”



The Brandon Shoe salesman, with Fall samples of 'The Brandon Shoe, The Monarch Shoe, "Dr. Brandon's" Cushion Sole Shoe, are abroad in the land.

They've an interesting tale of good shoes to tell you, and they've the samples to back it up with.

Listen to these men, inspect the samples, and place your order. You'll be happy in the Fall if you do.

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W. H. Staynes & Smith, HIDE and LEATHER FACTORS

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Twice a month it brings right into your store all the news of Shoedom, all the latest ideas in store management, all the latest wrinkles in window dressing, all the latest styles in shoes, all the best ideas for sales boosting, in fact, all of everything that is of interest to Shoemen. Do you get every issue,

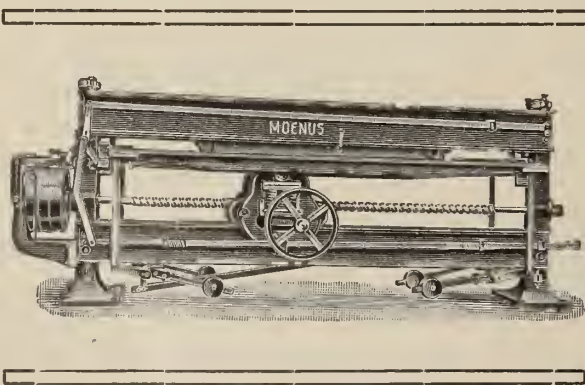
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If you have not yet given your order to one of our selling representatives, you have only two more weeks of the placing season in which to attend to this important matter. Delays are dangerous. The prices of raw rubber, linings, and other material are increasing.

Rubber footwear will certainly not go lower in price, and by giving your order during the next few days you are **guaranteed** deliveries in good time for the fall trade. This is surely a consideration not to be ignored.

Our goods were never so thoroughly up-to-the-minute in quality, fit and finish as this season. They are appealing strongly to the trade, and from all sides come not only generous orders, but words of commendation of the snappy, high-class character of the Miner and Shefford brands.

Remember, "Miner means merit." The progressive merchant is the one who takes time by the forelock and places his order promptly.

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General Increase Likely On Nearly All
Lines of Shoes Sold the Public

□ □ □

Some Different Phases of Human Nature
Encountered by the Shoe Dealer

□ □ □

Wholesale Men Declare That They Do
Protect the Retailer in Selling

□ □ □

How Handling of Findings May Bring
the People—The Way To Do It

□ □ □

Rubber Takes Another Jump—Manufac-
turers Declare Raise is Just

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Designing a Retail Store, Embodying
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Light Tan, Dark Tan and Black

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Black, Tan, Olive, Drab



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Most extensive line of work shoes made in the world

These shoes are made in the Williams factor, at Holliston, Mass., where nothing but work shoes are made. 100,000 pairs are always carried in stock. Send to-day for price list.

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Canadian Sales Agents for
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HOLLISTON, MASSACHUSETTS

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The introduction of the "Classic" woman's shoe under these circumstances gave it at once a prestige that would ordinarily have taken years to gain.

The value of this prestige to the dealer is inestimable. The very fact that you can say to a prospective customer when showing a "Classic" woman's shoe, "Here is a shoe made by the same firm that make the shoes your children wear," makes the sale almost a certainty.

And the matter of placing and buying is considerably simplified as you can now deal with one firm where you formerly dealt with at least two. This means a great saving of time and trouble to you.

Salesmen with the complete "Classic" line are now calling on the trade, and if they have not already reached you, they soon will. Wait for them. It'll be profitable.



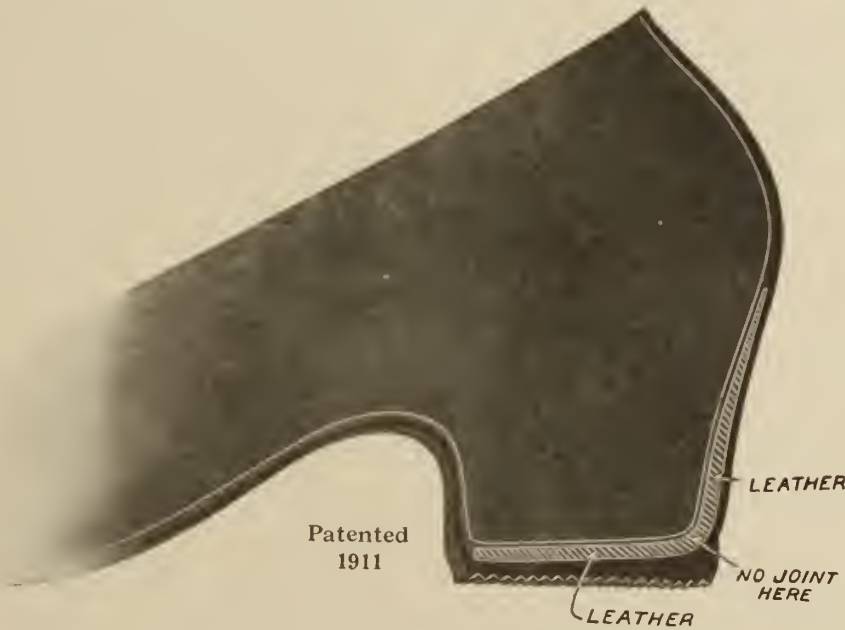
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Shoes
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& Scott
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Galt,
Ontario**



KAUFMAN'S
Life-Buoy
Rubbers



In all First
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 Back Goods



The most
 important
 improvement
 in Rubber
 Footwear of
 recent years.

The leather heel and counter has been thoroughly tried and found to be the greatest improvement in Rubber Footwear of recent years. ∴ See them before you buy.

MADE BY

KAUFMAN RUBBER CO.

BERLIN ————— CANADA

An Independent Company

Have You Seen Our Four New Receding Toe Lasts?

When you do you'll buy, as they are winners for Fall Trade.

They come in bals., buttons and bluchers in all leathers, and are the last word in shoe manufacture.

We are showing a splendid range of Men's Tan Waterproof Welts, embodying the maximum of wear and style.

Has our traveler reached you yet? Don't order until he does. He has full line of samples.

Western retailers can sort through our Winnipeg Branch, in Winnipeg Rubber Co.'s Building, assuring quick delivery

Jas. Linton & Co.
MONTREAL TORONTO



THE "Cleo" trade mark on a shoe is something more than a mark of identification.

In fact, it is a mark of esteem.

To the woman in search of a medium priced shoe of full value, it conveys more than the mere information that the shoe was made by the Cleo Shoe Company. It seems to say to her: "Here is a shoe that, besides giving you style, will treat your feet right. The Cleo Shoe Company is proud of this shoe, proud to place their mark upon it, proud to recommend it to you."

"Cleos" retail at \$3.50 and \$4.00 per pair, and with every pair goes style, fit, satisfaction.

Have you seen the new Fall samples?

Cleo Shoe Company, London

FOR PROFIT NOW

Summer Sorting

Whatever you want at any time to make your stock of Summer Sellers complete—remember I have it.

High cuts, low cuts, bluchers, bals., laced, buttons—in all shapes, sizes, styles and prices—for men, women, youths, misses, little gents, girls, boys and children.

And remember this, too, whatever the price, you get full value.

Look over the quick movers in your stock and if you find you need even a small order send it at once. I promise you prompt service.

All profit isn't made in the selling of goods. There is much of it, made or lost, in the buying. Profit is a matter of buying right and selling right.

And buying and selling right doesn't mean buying as cheaply as possible and selling as dear as possible. You must consider quality.

For no matter how much margin you have on a sale, if the shoes sold are not satisfactory you have not made a profitable sale.

You see, your business grows in the same degree that you give satisfaction. The more satisfaction, the more business. The less satisfaction, the less business.

JAMES ROBINSON, 182-186

AND IN THE FALL

Fall Placing

The first step, then, in profitable shoe trading, is to buy for quality. But don't pay too big a price for it. Remember you want to make a profit.

I can give you quality, for that's what guides my buying.

I can give your fair prices, too, because I buy in large quantities.

The footwear I sell has a reputation for satisfactory service that is helping to increase my business. It can help to increase yours, too.

Now whether it's for summer sorting or for Fall placing, it's satisfaction you need, and remember "Satisfaction is Jim Robinson's middle name."

I have a stock of Fall Footwear that I am proud of. It's a big stock and very comprehensive with a range of prices that is bound to suit everyone.

Style and quality were the main considerations in the buying of this stock, it wasn't low price that influenced me.

But I got a good price just the same, because I took such big lots, and I am going to give you a good price whether you buy in big lots or in small.

No shoddy or poorly made goods in this stock, it comprises the best makes of every grade of footwear. Wait till you see the samples.

cGILL ST., MONTREAL, QUE.

Every claim made for Rideau Shoes



RIDEAU Quality is not a thing of words but of deeds. It is the culmination of years of work and study, of close attention to details and honest endeavor to make better shoes.

Rideau Shoes are not good because we say they are, but because we take pains to make them so. And every time a claim is made for Rideau Shoes

you will find there is in them a quality characteristically "Rideau" to back up the claim.

Now when we say that Rideau Shoes for Fall 1912



are stylish, up-to-date and pleasing, we have the shoes to back up that statement. Even the illustrations of these shoes

will show you that Rideau makers have had "their feet to the ground" and have correctly caught the note of coming fashions. But we claim more than the color style for Rideaus — we claim service. And when we claim service we are not thinking of what we should like Rideau Shoes to give their wearers but of what they have given the past. Not that we're traveling on a reputation, but that we're living up to it.



RIDEAU SHOE COMPANY

is backed up by Rideau Quality

And Rideau service is a long factor for sales. It means more to your customer than mere length of life. It means besides comfort, fit and protection to the feet.

So when you hear a "Rideau" man make a claim for a Rideau Shoe, just examine the shoe, it'll back him up.

This backing up of claims made works to your advantage as well as to ours, for you can make the same claims, and



they'll be backed up in the same convincing manner.

When the "Rideau" salesman calls on you, if he has not already done so, he will show you samples of a wide range in men's and women's shoes.



Every one of these samples represents a style that has been evolved with a view to pleasing the popular fancy and thereby making sales for you. Examine these samples carefully, note their many points of



superiority, take particular notice of the evidences of careful, honest workmanship. We feel sure that if you do you will order Rideau Shoes.

And when your order is in don't worry as to what the shoes will be like. Just remember that it is the pride of every "Rideau" shoe-maker that every shoe is made strictly up to the sample.

You'll not be sorry if you order "Rideaus."

LIMITED MONTREAL, QUEBEC

IN the mining country, in the mountains, on the big rivers and railroads, on the farms, in the foundries, everywhere, in fact, that shoes are put to severest tests Ruthstein's Steel Shoes have proven their superiority over leather shoes.

Rocks, mud, water, ice, snow, heat and cold have proven no barrier to the man equipped with these wear resisters. They have kept his feet dry. They have preserved his health. They have given him foot comfort. They have stood the strain. They have saved him money.

Men who have worn Ruthstein's Steel Shoes will always wear them. They are the best work shoes so far invented and they will be improved whenever possible. Leather shoes cannot compete with them because they cannot possibly give the same amount of wear.

Ruthstein's Steel Shoes are made of one piece of seamless steel from toe to heel into which are set adjustable steel rivets. These rivets, besides giving a firm foothold, lengthen the life of the shoe as they can be replaced when worn. The uppers are made of select leather.



N. M. RUTHSTEIN
The Steel Shoe Man

The Better Work Shoe

That Ruthstein's Steel Shoes are better suited to the needs of workmen than ordinary leather shoes is demonstrated by the eager manner in which they are bought up by these men.

The fact that there are over 500,000 now in actual use is proof positive that men who require much of their footwear are well satisfied that they get it from Ruthstein's Steel Shoes.

N. M. RUTHSTEIN

The Steel Shoe Man **TORONTO**
Great Britain Factory, Northampton, Eng.
United States Factory, Racine, Wis.

BLACHFORD, DAVIES & CO., Limited
Sole Agents: 60-62 Front St. W. - TORONTO

GEO. G. LENNOX

Distributors for Manitoba, Saskatchewan and Alberta
87 King Street - WINNIPEG



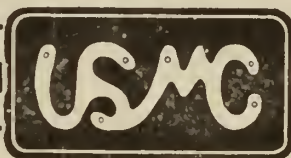
The confidence of the makers in the future of Ruthstein's Steel Shoes is shown by the extensive advertising which they are carrying on in Canada. They feel certain that as soon as the workmen of the country become acquainted with these shoes and their excellent qualities, they will want Ruthstein's and no others.

This advertising is certain to benefit the makers of these shoes. But it is also going to benefit the dealers who sell them. This, then, is your opportunity to get in on a growing market. Here is your chance to gather profits from sales that are practically made for you. A glance at the following table will show you that the profits are surely there:

No.		Cost	Sell
		you.	you.
03—Men's	6 in. bl'k.	\$2.65	\$3.50
04—Men's	6 in. tan.	2.65	3.50
07—Men's	6 in. bl'k.	3.75	5.00
08—Men's	9 in. tan.	3.75	5.00
09—Men's	12 in. bl'k.	4.50	6.00
10—Men's	12 in. tan.	4.50	6.00
11—Men's	16 in. bl'k.	5.00	7.00
0103—Boys'	6 in. bl'k.	1.90	2.50
0107—Boys'	9 in. bl'k.	2.65	3.50
0108—Boys'	9 in. tan.	2.65	3.50

Let us send you booklets telling all about Ruthstein's Steel shoes.

If it Bears This Mark



You Can Rely Upon the
QUALITY

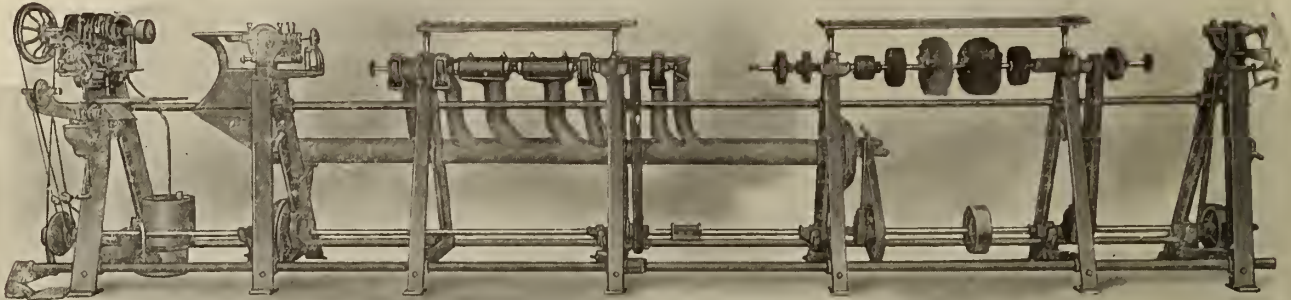
**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



THE BERESFORD SHOE



MINISTER MYLES
SHOE COMPANY
L I M I T E D

TORONTO - ONTARIO

Beresford Shoes appeal to men who wish the latest style and yet require exacting service.

They appeal to dealers as money makers because they give a good profit and make friends. You'll like the new fall styles, so will your customers.



McCready Shoes for Fall 1912



Thoroughness Characterizes — This Line —



The merchant handling "McCready" shoes has a THOROUGH proposition from every standpoint. ∴ The range is complete, the styles shown including all the latest American patterns, as well as numerous designs especially made for us. ∴ The shoes are thorough in the making, the material used is the finest, the workmen most expert.

Our warehouses throughout Canada SERVE you as only we can.

Can you afford to buy before seeing samples our salesmen are now showing ?



AMES HOLDEN McCREADY LIMITED

Montreal - St. John - Toronto - Winnipeg
Calgary - - Edmonton - - Vancouver



Note the good points

Is it any wonder that we are forced into a larger factory, the repeat orders alone would exhaust our present capacity, not to mention the new business

*Goodsense
in Styles*



*Good Workmanship
in Manufacture*

Every Goodsense Shoe our traveler shows you is built in exactly the same way

Kirvan-Doig, Ltd.

Makers of the GOODSENSE Shoe

Montreal



“KINGSBURY”
 “AMERICA’S BEAUTY”
 BRANDS



TANS — TANS — TANS
 BOTH OXFORDS and HIGH CUTS

Aren't they snappy? Wouldn't they coax the dollars from your most fastidious customers?

Tans are strong—Oxfords for the summer, and High Cuts for fall. We are making distinctive lines.

Gun Metal, Nubuck and White Canvas are other popular makes for summer.

Have YOU some coming?

Kingsbury
Footwear Co. Limited

Specialists in Ladies' Footwear

MONTREAL



A SNAPPY TAN
13 buttons and 6 eyelets
Ribbon laced



McDERMOTT SHOES ARE UP-TO-DATE

¶ Two new lasts for fall.

¶ You will find the McDermott salesmen carrying all of those latest creations that are making good in New York and leading American fashion centres.

¶ Our aim is to make footwear that builds you and us reputation as sellers of shoes a little better than the ordinary.

Our high cuts will appeal to your artistic sense—and to your pocket.

That range of pumps is the most complete McDermott has ever shown.

THE McDERMOTT SHOE COMPANY
MONTREAL

Murray Shoes are Built to stand the Final Test

THE most that you can ask of a shoe is that it will make sales and keep custom.

A shoe to make sales, must give "eye service"—must be good to look at. To keep custom, it must give "foot service"—it must wear well and be comfortable.

It isn't so very hard to get the first kind, but they generally fall down when put to the final test on the feet of your customers. This is the test a shoe must successfully pass to earn a right to a place in your stock.

Into whatever stock they have gone Murray Shoes have quickly proven their right to a position of prominence. It has taken a deal of study and acquiring of "inside" information and knowledge of shoe making to bring them to their present state of perfection, but the result justifies the trouble. The style is there, the material is there, the workmanship is there—they'll pass all the tests—the final as easily as the first.

You'll be pleased with the new Fall styles. They've the proper amount of "go" in them, and they'll back it up with service.

THE
MURRAY
SHOE
COMPANY
LIMITED

LONDON,
ONTARIO



WHOSE
HOBBY
IS THE
MAKING
OF SHOES
THAT
SUIT
STYLISH
MEN

THE BEST FROM

McLAREN

WHEN you buy from McLaren & Dallas samples that will soon be shown to you will appreciate the significance of this more fully when you see the shoes themselves. In selecting these lines for fall 1912, we have kept in mind the conditions that confront requirements. We feel we have been unusually successful in this and know that i



The Imperial Shoe

Here is a line of men's and women's shoes of the highest grade of material and workmanship. It is an extensive line and comprises many new and catchy styles correctly made over comfortable lasts. This line will satisfy the demands of your best trade.



The Beaver Shoe

A high-grade shoe made only in Goodyear welts in men's and women's buttons and bluchers. The styles and shapes are correct, the workmanship and materials are excellent and the price is a sure attraction. With the "Imperial" and "Beaver" you can supply almost any class of trade.



These are our leading brands and having proven them to be entirely satisfactory the lines we handle, are always right up to sample. You can depend on every pair.

McLAREN & DALLAS, 30

FIFTY FACTORIES

DALLAS

at one sitting from the best lines of fifty of the best factories in the Dominion. You have endeavored to choose a stock complete enough, and varied enough to meet all your samples careful examination you will find what is best suited for your trade.

The Little Canadian Shoe

Correctly fashioned to fit with comfort the growing feet of Misses and Children.



There is no forcing of little feet to fit the Little Canadian Shoe. "Little Canadian" lasts are built along anatomical lines and correct rather than deform growing feet—a mighty good selling feature.



"Little Canadians," as their name implies, are strong and sturdy and will stand the hard usage usually given by children to their footwear. Good leather, good workmanship, good service.

Maple Leaf Brand Solid Leather Shoes

An all-leather line for all of the family. Made for rough weather and rough usage. Every pair guaranteed to give good service, and lasting wear. Absolutely all solid leather throughout from heel to toe.

recommend them to you as profitable lines. You will find that they, in common with all

FRONT ST. W., TORONTO

Davis Calf Leathers are mighty good Leathers because they're made in a mighty particular way

There is nothing accidental about the goodness of Davis Calf Leathers. That goodness is the result of painstaking effort in every stage of the production of these leathers.

You see, the Davis idea is not to make the cheapest leathers in Canada, but to make the best. We don't meet competition by cutting the price, but by raising the quality—by giving, in fact, all the quality the price will stand.

To do this entails constant and careful supervision of our own plant and workmen, and the studying of other plants and their methods. Whenever a new device is invented to do a certain work better, we install that device, whenever a new method is evolved, we adopt it. We make it worth the while of our men to use their brains as well as their hands, and thus produce better leathers.

And, so by constantly aiming at something better we have brought Davis Calf Leathers to be regarded by careful shoemakers as absolutely essential to their success.

If you will send for samples you will see that Davis Leathers are out of the ordinary.

Davis Leather Co., Ltd.
Newmarket - Ontario



A sign which is a power—a real power. It brightens dull periods, and makes recognized hustling days still busier ones. Its effect is lasting, it is not a mere vibration.

Nothing Succeeds like Success

Following our announcement of a record season, we are in the fortunate position to state that never in the firm's history has the opening of a new run been attended with such an influx of orders. This time the expected has happened, for when our travelers set out with their range of Fall samples they were convinced that they carried the material which would enable them to smash their previous best, and each one is easily doing so. A postal card will bring them your way.

Ready for Big Business. No Delays

The factory equipment was never more up-to-date or capable of grappling with customers' demands than it is to day, but in the interests of all concerned we would ask the co-operation of merchants in the early placing of their orders. It ensures the most minute attention being given to the smallest details which go to make up perfect workmanship—always the pride of the Slater Shoe Company.

Ready to Ship Orders

The marked success accorded to these orders has encouraged us to specialise another range for the go-ahead merchant who is willing to give the Slater Shoe a trial. Each order is composed of 144 pairs of **Self Selling Lines** in **popular lasts** and **Supreme Styles**, and are as follows:

36 pairs	\$4.00	Shoes	3	Styles
84	"	\$5.00	"	7
24	"	\$6.00	"	2



Goodyear Welted

A Slater Shoe Agency may be aptly termed the

Merchants Money Magnet

It builds up a quick, yet lasting business.

*If not represented in your town
:: Write us for particulars ::*

We give you a good advertising campaign—and this counts



Goodyear Welted

THE SLATER SHOE CO., LIMITED - MONTREAL

A Shoe That Holds Men to Your Store

THE Professor PAT. N^o. **+** 119409
GOLD CROSS
SHOE



MEN who have regard for the welfare of their feet get service from the Professor Gold Cross Shoe that could not be given by any other. They are bound to appreciate this fact and to ask every time for Professor Shoes---and come to your store for them. ¶ You see, the "Professor" is made over sensible lasts and has plenty of toe room, and, being made of soft, pliable kid, it yields readily to even the slightest movement of the foot. And, with its medicated, cushioned inner sole giving a soft, springy tread, it makes walking extremely easy and pleasant. ¶ If you stock "Professor" Shoes you will soon discover that there are a good many men in your locality who appreciate foot comfort.

The Tebbutt Shoe and Leather Co., Limited
Three Rivers, Quebec

Shoe Machinery

For Every Department
FROM
Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eyeletting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique - MONTREAL, QUE.

The Sixth National Shoe

The National Shoe and Leather Week during which the National Shoe of the world.

The important position it occupies in the Shoe and Leather world's press of all countries.

It offers an unexcelled opportunity to shoe buyers, shoe retailers, clerks

**July 12th will
be special
Canadian
Day**

There were a big bunch of live Canadian Shoemen at the Fair last year, and everyone enjoyed it immensely. This year the management is setting aside July 12th as "Canadian Day." It is assured that an even larger number than last year will attend. Come along and meet your friends on the 12th.

B O S
JULY 10

The entire Mechanics' Building Fair and will be entirely devoted to leather machinery, shoe machinery see everything that is new in the

Besides its educational features the attractions, outings and special tips

Altogether the Shoe and Leather of combining business with pleasure

If you are desirous of attending the Fair you should write us at our rates, etc. Such information we will be only too pleased to give you.

JACOBSEN PUBLISHING COMPANY

PUBLISHERS OF

136 West Lake Street, Chicago

2 Stone Street

and Leather Market Fair

Leather Market Fair is held attracts members of the trade from all parts
 v n by the special mention that is given it in the commercial and trade
 l manufacturers to get together and know each other better.

T O N

o 17th

ston has been leased for this
 ibits of leathers, tanners' supplies,
 es, finding, etc. Here you will
 de.

ir Week offers many social at-
 ich are being arranged.

ek offers a splendid opportunity
 d securing profit from both.

Special Railway Rates from Canadian Points

Specials rates from Canadian
 points will be in force during
 the Fair.

Full information on which will
 be cheerfully furnished on ap-
 plication.

Here is your opportunity to
 enjoy a pleasant holiday at
 comparatively slight expense.
 Write to-day for special rate
 from your town.

d get full information regarding exhibition space, railroad rates, hotel

183 ESSEX STREET, BOSTON

DE AND LEATHER"

w York

414 Arch Street, Philadelphia



Boulevard Shoe Dressing

This dressing is a money maker because it is one that gives real satisfaction to users every time.

You should be selling Boulevard Shoe Dressing because it is a *known* and *appreciated* line.

Prompt shipment guaranteed.

We also make Diamond Brand Harness Dressing, and Dressings for shoe manufacturers.

American Dressing & Sundry Company

Manufacturers of Leather Dressing and Blacking
232 St. Charles Borromeo Street, Montreal



"WHERE QUALITY COUNTS. WE WIN"

Monarch
SHOE

QUALITY talks
louder than price



The fact that you can buy Monarch, Brandon and Dr. Brandon's Cushion Sole Shoes direct from the makers, thereby saving the jobber's profit, is certainly a good reason for handling them.

But there's a greater and more important reason—quality. Quality—not only in leather and workmanship, but also in style and fit—quality that makes your customer pleased with his shoes and with your store—quality that gives stability to your business.

You'll see plenty of this quality in the Fall 1912 samples. Examine them carefully.

THE BRANDON SHOE CO.
LIMITED

BRANTFORD

ONTARIO

"WHERE QUALITY COUNTS WE WIN"

Brandon
SHOE

Combination Leather

It is a comparatively new line with us, but our production already places us in the veteran class

Have you tried Davis' Combination?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply it

*Colored or Black
Grained or Smooth*

*And in weights suitable for
all lines*

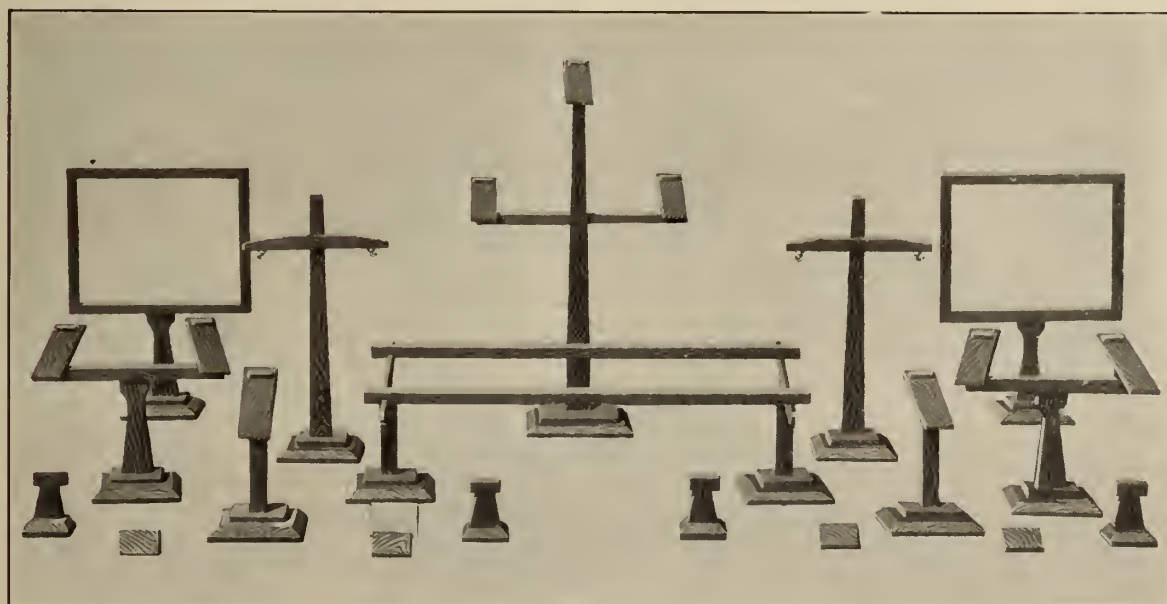
Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

PACKARD'S BIG OFFER

\$6.50 Per Set



\$6.50 Per Set

Holds Twenty-Five Shoes
Each Shoe Given
an Individuality

**A Complete Window
Display Outfit for \$6.50**

Made in Mission Finish in Up-to-Date Style

Neat, Strong and Practical
Make Your Window
Your Best Salesman

L. H. PACKARD & COMPANY, Limited, Montreal, P.Q.

THAT P-V MULE!

If you cut "Split" Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Horse and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.

MILWAUKEE - WIS.

Distributors:

BOSTON
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ST. LOUIS
ST. PAUL
CINCINNATI

SAN FRANCISCO
NEW ORLEANS
GLOVERSVILLE

LONDON, ENGLAND
FRANKFURT, O.-M., GERMANY
PARIS, FRANCE

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

HERE'S the CREAM OF PROFIT GOOD GOODS that SELL THEMSELVES when displayed

BROUGH'S BOOT AND SHOE LACES

are decidedly profitable lines for you. These artistic packages, in bright cheery colors, have an air of good taste and style unequalled.

They always please.—These nice goods cost a little more than you expect them to; BUT, they command better prices. YOUR ACTUAL PROFIT on laces is doubled. Sales increase. BUY NOW, WHILE WE HAVE THE STOCK. The BRITISH COAL STRIKE has caused serious disturbance. Better get your order in early. All our goods are British made throughout.



REAL, SILK SHOE TIES.

27 in. or 30 in. Black and Tan. No. 2737, each pair in a box. No. 2800, banded in pairs, 1 gross boxes. Extra wide, gents' or ladies'. These are handsome goods, British made and dyed.



THE "WHITE HEATHER" LACE.

A symbol of good luck. A ladies' de luxe boot lace. Black and Tan, 45-inch or 54-inch, broad flat, silk finish, soft. A lace that will fill and fit any eyelet. The kind the ladies want. Costs about 4c. pair; sells readily 10c.



THE "FLAG" BOOT LACE.

Well worthy the name. A nice silk finish, lustrous lace. Gents' size, 36-inch; or a lighter size in 45-inch for ladies' wear. Second only to our Orient quality. Costs under 2c. pair, sells 5c. pair.

BROUGH, NICHOLSON & HALL, LIMITED, Leek, Staffs. 112 Wood Street, London, England.

All Qualities now in Stock by Canadian Agents

WALTER WILLIAMS & CO.

517-525 St. Paul St., MONTREAL -
20 Wellington Street West, TORONTO

- Telephone Main 2724
- Telephone Main 2994

FISK PATENT LEATHER IS RELIABLE

It eliminates factory troubles, as it will not check or crack. It cuts economically, works easily, is distinctive in appearance and makes shoes of refined quality.

In short, it is a perfect leather.

FISK LIMITED

6 St. Helen St.,

Montreal



Packard's Special Shoe Dressings

THE STANDARD FOR QUALITY—IN ALL COLORS

COMBINATION POLISHES

Each box contains a 4 oz. bottle of Liquid and a 2 oz. tin of Paste.
BLACK, TAN, OX BLOOD, ETC.
Large Size

— PONY SIZE
2 oz. Liquid and 1 oz. Paste
BLACK AND ALL COLORS

WHITE LIQUID DRESSING

For Cleaning White Canvas Shoes, Belts, Helmets, etc.

Large Size, 5 oz. bottle in cartons.
Pony Size, 3 oz. panel bottles.
Colored Canvas Dressing—All Colors.

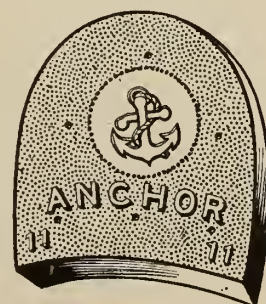


RUBBER HEELS—We Control

O'SULLIVAN'S
THE BEST HEEL MADE



THE ANCHOR
A HIGH GRADE HEEL AT A LOW PRICE



L. H. PACKARD
& CO. LIMITED
MONTREAL

Wholesale Shoe Findings and
Shoe Store Supplies

Can be trimmed without its appearance being spoiled



Over Fifty Years' Experience Behind Every Pair

It has taken upwards of fifty years to bring Surpass Shoes to their present state of perfection. And that fifty years of shoe study and experimenting has been spent in one of the best equipped shoe factories in the Dominion. You know when you buy Surpass Shoes you are getting as reliable shoes as can be made. This fall's samples are the best yet. Have you seen them?

THE LOUIS GAUTHIER CO. LIMITED
QUEBEC CITY



MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

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225 Purchase Street, BOSTON, U.S.A.

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THE BEST

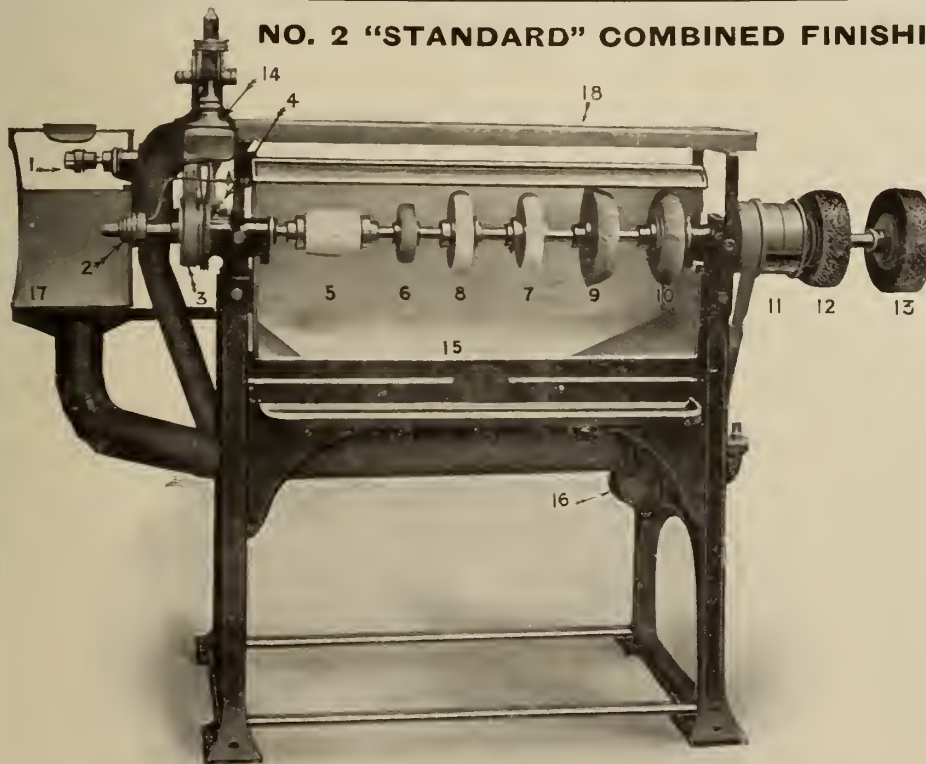
Everyday

Every "Everyday" Shoe is a sales booster. ¶ It has the looks to attract and the quality to wear long. ¶ A display of **SHOE** "Everyday" Shoes in your window will

bring people into your store to find out more about these good-looking shoes, and you'll be able, by explaining their many good points, to convince them that they should wear "Everyday" Shoes. The rest is easy. ¶ The shoes themselves will look after the repeat sales. They will so thoroughly satisfy your customer that they'll be back to your store for the next pair. ¶ If your jobber can't supply you we will tell you of one who can.

T. SISMAN SHOE CO., Limited, Aurora, Ont.

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG



THE
Smardon
TRADE MARK
SHOE

One of our many pleasing, correct
and exclusive Fall Suggestions

SMARDON SHOE CO.
533-535 VISITATION STREET
MONTREAL



Women's whipcord cloth quarter patent vamp welt



Solid Leather —That's Why

Williams' Shoes, because of solid leather and careful workmanship, have gained a most enviable reputation for long wear and all-round satisfaction. There is never anything shoddy in a Williams Shoe, because shoddy materials never gain entrance to the Williams factory.

Dealers have confidence in them because every shoe is made right up to sample.

See the Williams man and his fall samples. He has a fine line of solid leather sellers to show you.

**THE WILLIAMS
SHOE COMPANY
BRAMPTON - ONT.**

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

A COMPLETE WINDOW OUTFIT

**\$
15**

**ORDER
TO-DAY**



**\$
15**

**"THE
BETTER
WAY"**

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

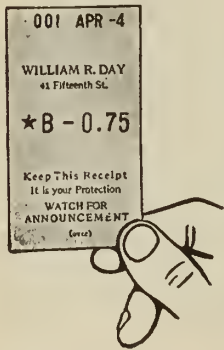
WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

**82 QUEEN ST. NORTH
HAMILTON - CAN.**

By One Operation of the NATIONAL CASH REGISTER

The receipt is
printed



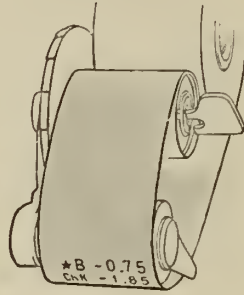
This receipt goes to customer. Being printed, it cannot be altered. A duplicate printed record is locked inside the register.

The amount is
added



These adding wheels must show the same record as the customer's receipt. They act as the merchant's receipt for a correct unchangeable record.

Record made on
sales strip



The sales strip must show the same record as the customer's receipt and the adding wheels. It shows the proprietor a complete record of the day's sales.

And shown to everyone
in the store



These figures at the top of the register show everybody in the store the amount recorded. The amount shown must be the same as that on the receipt, adding wheels and sales strip.

This PUBLICITY Prevents Mistakes, Removes Suspicion, Ensures Accuracy

The N.C.R. "Get a Receipt" plan provides a printed receipt for each customer, showing the amount and kind of transaction, and also forces a corresponding record on the merchant's cash register.

It furnishes a receipt for the merchant in the form of correct, unchangeable figures on the adding wheels.

It gives a receipt to each clerk for the correct registering of every sale, in the form of printed figures on the sales strip.

The merchant and his clerks are forced to give the customer a correctly printed receipt, because neither would wish to show printed evidence of a mistake. When a correctly printed receipt is given to each customer and the merchant gets a corresponding record on his cash register, the accurate handling of cash sales, charge sales, money received on account, and money paid out is assured.

The N.C.R. "Get a Receipt" plan is the only method by which the merchant can know that the records which remain in his store are the same as those which go to his customers.

By using the "Get a Receipt" plan the merchant protects himself against mistakes, carelessness, and losses in handling money; against forgetting to charge goods sold on credit; against disputes and misunderstandings which result in lost customers; against paying out money without a record, and against mistakes in handling customers' accounts.

He satisfies his customers, by guarding them against misunderstandings with himself and his clerks. He also guards his customers against shortage in change and against overcharge.

The only reason you "cannot afford a National Cash Register" is because you have not got one. Let us show you how you can pay for a National with the money it saves you. Write now for free booklets to

THE NATIONAL CASH REGISTER COMPANY

Canadian Factory
TORONTO

General Sales Office for Canada
285 Yonge Street TORONTO

Shoe and Leather

— Published Twice a Month. —

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General Advance In Shoe Prices Foreshadowed

Retailers Are Now Paying More For Nearly All Lines—They Must Recoup Themselves—Some Are Adopting Odd Prices and Others Make Fifty Cent Advances—They Do Not Favor Deterioration in Quality

The cost of leather footgear of all kinds shows a strong tendency to advance, and many retailers in sympathy with the situation are raising their prices. They feel that they cannot afford to buy at from five to fifteen cents more per pair and sell at the old figures, in view of the growing cost of doing business and what they have to pay for help, rent, light, heat, advertising, insurance, and general store expenses. The tanner is paying more for his hides, the manufacturer more for his leather, particularly for his calfskins, wages are increasing, and no sane man, wholesaler or retailer, believes in doing business nowadays at a loss. The public, therefore, must come to the rescue and make up the difference if they want the same quality of goods and style, fit, wear and finish.

A good article at a fair, reasonable price is what sensible people are demanding. They do not want shoes skinned at vital points in order to keep cost down. There is no money for anybody in cheap, shoddy, ill-finished footwear, and far less satisfaction. Some retailers, like a few manufacturers, pretend to sell at the old figure and keep the quality up to standard, but it is contended that such a situation cannot last long. It is better that matters be faced squarely and frankly in the price of foot covering.

A Table That Means Something

An interesting comparative table has been compiled by the Shoeman, of Boston, which says that the grand average per cent. on all items entering into the manufacture of shoes for the past four years is ten per cent. The average increase in these four years is given as follows, the largest percentage of increase being on the greatest item: Black calfskin, 19 p.c.; Russia calfskin, 20 p.c.; sole leather, 14 p.c.; kid leather, 7 p.c.; sheepskin, 5 p.c.; counters, 11 p.c.; box toes, 13 p.c.; heels, 11 p.c.; toplifts, 14 p.c.; welting, 9 p.c.; insoles, 11 p.c.; outsoles, 13 p.c.; lasts, 11 p.c.; patterns, 8 p.c.; linings, 9 p.c.; cotton thread, 7 p.c.; silk thread, 7 p.c.; other trimmings, 10 p.c.; laces and buttons, 7 p.c.; cements, shellacs, stains, etc., 14 p.c.; shanks, 4 p.c.; cases and cartons, 11 p.c.; office supplies, etc., 5 p.c.; labor, 12 p.c.

Retailers Must Get More

In Toronto, Montreal, Winnipeg, and other cities a few retailers have made an all-around increase of 50 cents per pair, while in other cities the advance has been from 15 cents to 25 cents. Some dealers are considering the feasibility of adopting odd prices, such as \$2.65, \$3.15, \$3.40, \$3.85, \$4.30, \$4.70, \$5.15, \$5.35, etc.

In the last four years the tanners have seen a constant ad-

vance in the price of hides of all kinds. Chicago packer native steers are from four to five cents higher than four years ago, British American dry hides from eight to nine cents, South American packer steers from four to five cents, Chicago packer branded cows from six to seven cents, Ohio buffs from six to seven cents, and Chicago city calfskins from seven to eight cents. Then there are less cattle being raised. In the United States and Canada there has been a decrease of ten per cent. in the last decade in the number of range and farm cattle. Leather is entering into many more uses—for furniture trimmings, automobiles, fancy articles, and harness. This abnormal demand, with fewer cattle, naturally has one result, and that is the public will have to pay more to get shod.

Bold Assertion But True

One of the leading tanners of the continent makes the unequivocal assertion that it is not possible to-day to turn out a shoe of equal quality and style at the same price now as it was a year ago. It is also rumored that kid shoes will shortly go up in price.

A leading maker in Canada, discussing the affairs, remarked: The public has been demanding frequent changes of lasts and far-fetched trimmings, which all mean money. Better leather is also asked for. If people must have the best they will have to pay for it. There is no sense in letting the quality deteriorate for the sake of a few cents additional. Now, with the higher prices in calfskins and sole leather, we have got to come out even somewhere. I would say that in the production of men's fine and medium shoes in Canada about sixty per cent. are calfskin; in women's, about forty or forty-five per cent; and in children's, some forty per cent. Tan calf is in exceptional demand, and the demand is extending all the year around. Nearly one-half the calfskins used to-day by us are tan calf. A cent or two advance makes a wonderful difference when factory expenses and operation are figured on such a close basis as to-day.

What Some Retailers Say

A number of retailers in large and small centres have given their views on the present situation and its outlook.

W. J. Trott, Leamington, Ont., says he has not bought a great deal of fall shoes yet. He finds in the higher grade of women's lines, there is some raise in price, the average being 5 to 10 cents per pair. He has raised two or three lines of shoes from 15 to 25 cents a pair. He does not think the quality should be sacrificed in order to make a boot at a certain figure, and adds: "I find that most people are willing to pay more for high grade shoes, but of course you have to show them the difference.

I have never tried selling at odd prices, although I believe it is a good idea. I think that I will make an attempt before long to institute prices like \$2.70, \$3.15, \$3.65, \$4.35, etc. Heretofore I have sold at the even dollar or 50c. quotation. We frequently cut off 10, 15 or 25 cents to make an even price, and it means a loss of a lot of profit in a year, and your customer does not thank you for the reduction. When a shoe goes up from 5c. to 15c., I do not think that a retailer is justified in raising the price 50c. a pair, but I certainly do believe that he should get 25c. more for a line that has advanced 15c."

London Man Pays More

Roland Hill, of London, Ont., reports that he is paying more for nearly all grades of shoes except the lower lines made of vici and dongola kid. "We have," he writes, "paid as much as 25c. more per pair, but the advance is usually 10c. or 15c. We have found that the quality of shoes has deteriorated in some cases where there has been no increase in quotations. We have been gradually raising prices for several years, but expect to do more of it on fall lines. We do not find that customers object to pay a higher figure when they are getting good value. In some cases we are selling better lines than before, even when prices are advanced. We sell shoes under \$3.00 at odd figures, but all over that are disposed of at \$3.00, \$3.50, \$4.00, \$4.50, etc. I believe that odd prices are practicable in the shoe business and could be adopted if old-fashioned ideas of selling at even figures could once be broken away from. In the dry goods and clothing lines odd figures prevail, and I do not see why shoe men could not start the practice. Profits of late have been cut into by a series of small advances, until now a retailer is selling on too close a margin for safety, and where he has to pay 15c. more per pair, I think he is justified in advancing the retail price by 50c., as he is only coming to his own. All our expenses are increasing, and we have to carry a greater number of lines in proportion to the business done, and it is impossible to keep along on the margin which formerly paid us so well."

Odd Prices in Lower Grades

J. C. Hefkey & Son, of Drayton, Ont., state that they are anticipating a general advance but are still buying staples at the old figure. Where there has been an increase it has been from 15c. to 25c. per pair. "As to whether there has been any deterioration in quality we cannot say, but we keep the manufacturers strictly up to the sample we buy from, and if the deliveries are not right up to the mark we send the goods back. We have not raised prices on many lines, as yet, as we bought in most cases at the old figure. In some instances, where the price went up, say, from 15c. to 20c. per pair, we simply jumped the selling figure 25c. extra. Every merchant has a certain amount of growlers, and, of course, these people naturally object to paying a higher price for the better grade of shoes, but the more intelligent class do not. In a good shoe, we do not advise selling at odd prices, but in the lower priced lines we think that such a method is all right. We find no trouble at all in disposing of shoes that retail under \$3.00 by using odd figures, but when we advance the price on a \$4.50 boot, we add nothing less than 25c., to make it sell at \$4.75, as we think that you can get an extra quarter just as easy on the high grade product as you can 15c. As long as the people get a high class article and a nice article, they are not going to kick on a 25c. advance, therefore there is no need of taking 15c. when you can realize a quarter. Where a shoe goes up in price from 5c. to 15c. per pair, we do not think it reasonable for the merchant, if he is already getting a fair profit on his goods, to advance the price 50c. per pair."

Customer Wants "Odds" Removed

J. S. Edgar & Son, of Windsor, find that there has been no advance except in the better grade goods, and there the average increase is 10c. per pair. The quality, where shoes are sold at the same price, like in cheap staples, they have found to deteriorate. "No, we have not raised prices as yet," the firm say,

"and we do not think that retailing shoes at odd prices is advisable. We find goods that sell at \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, etc., are more satisfactory to us and to the public. When odd figures are used the customer generally wants the odds taken off. When a shoe goes up as much as 15c. per pair, we think a merchant is justified in advancing the retail price by 50c., as profits in the past have been on too small a percentage, considering the extra cost in connection with store keeping. Wholesale prices have advanced so much during the past few years, the expenses of living and doing business have about doubled, and yet the advances made by the retailer in footwear have generally been far less in proportion. We believe many merchants are trying to figure too closely to cost in marking prices. The wage earners and others are receiving more remuneration for their time and labor, and why should not the storekeeper also get more? But does he? So far as we are concerned, we do not."

All Welts Have Advanced

"Some staples are a trifle less, but, as a general thing, they hold about the same. On higher grade goods, particularly on welts, there has been an advance from 5c. to 15c. per pair," writes J. E. Johnston, of Kingston, Ont. "We have not found that the quality has deteriorated, and, while we have raised some lines 25c. per pair, still we are selling most of them at the old prices. As a general thing people do not object to paying a higher figure when they are getting a good shoe. I have tried for some months the odd prices, and we find, with most of the trade done with farmers on a boot that sells at \$3.15, they want the 15c. knocked off. I think that odd prices are a good idea. If I add on 15c. extra I sometimes make a sale by knocking it off, so get the \$3.00 in any event. We have no objections to odd prices. If a shoe goes up 15c. I do not think the retailer should advance the price by 50c. a pair, as a quarter would be giving him a good percentage on the 15c. raise. I am a practical shoemaker, making boots to order, and also selling factory made goods. I find if you are handling a good lot of genuine calf or kid, and raise it 50c., the people who sell shoes and do not know a kidney cut from a close neck, will take the latter, which may look the same to the eye. Not knowing the difference, certain persons sell the shoe for more than we can get for the very best cuts of leather. That is what is the matter with the shoe business to-day—people disposing of shoes and clerks talking them up, making patrons believe that the goods cannot be beat for \$5.00 anywhere, when shoes, in which inferior stock is used (yet look good) will not give \$5.00 in wear. The price of them should be \$4.50."

Toronto Man on Situation

Fred. A. Blatchford, of H. & C. Blatchford, Toronto, in a recent interview, stated that their firm had raised prices of higher grades of shoes by 50c. per pair. The recent census taken by the Ontario Government shows that there are fewer beef cattle on the farms of Ontario than there were a year ago. The production of hides was not keeping pace with the increase of population, either in the United States or in Canada, and it was impossible for tanners to secure sufficient skins for their business. The cost of raw skins had advanced about 25 per cent. during the past year or two, and, therefore, it was natural that retailers would have to pay more for their shoes. There was not much demand for dongola kid shoes, and the great mass of people wanted calfskin. There had been but one natural result, namely, the public having to pay more, particularly in the higher priced lines. Many shoes that were selling at \$4.00 are now \$4.50; \$5.00 shoes are either going at \$5.50 or \$6.00, and where the price had jumped \$1.00 manufacturers would improve the quality and use only the very finest stock throughout.

Keep Up Retail Profits

D. W. Downey, of Brockville, reports that there is an increase from 5c. to 25c. per pair on nearly all the shoes that he

(Continued on page 58)

Window Dressed Entirely With One Price Shoes

Hamilton Retailer Tells of His Experiment—Tried the Scheme to See How Trim of This Character Would Take—Results Were Quick and Exceeded All Expectations

An example of enterprise and effectiveness in the art of window decoration, which had financially satisfactory results, was presented in Hamilton a few weeks ago by the Wilson shoe store. Success was obtained with a specially dressed window giving prominence to one price shoes only. Mr. Arthur L. Wilson, who has charge of the men's department in the store, conceived the idea and says he put in the window merely as an experiment to ascertain how a trim of this character would take. So instant was the response and so much trade was brought to the store through this unusual

for a pair of shoes and felt that his purse would not allow him to give any more, strained a point in order to obtain a \$3.50 pair, while the fellow who had made a practice of paying \$4., \$5. and \$5.50 for his footgear felt that he was effecting a real saving by securing such excellent value at \$3.50.

In the large sign at the back of the window, it was pointed out every pair was guaranteed to have sold originally at \$4.00 or over. Another point emphasized in the printed announcements surrounding the display was there was not a damaged shoe among



Specially trimmed window that caught the men's trade.

attraction, that the trim was allowed to remain three weeks.

All heavy winter weight shoes that were left, were included in the display, along with regular \$4. and \$4.50 lines and some others at a higher figure, all to retail at \$3.50. In fact, a general sale was instituted of men's shoes at this figure.

As will be noticed by the accompanying illustration, four bronze rods were run from corner to corner of the window, being fastened by wires. From the rods the shoes depended by means of snap hooks, and on each shoe was a neat ticket bearing the price, "\$3.50." The flooring of the window was formed by means of wall paper of a light pattern, with silver stripes, and the mirrors at the back lent effectiveness to the scene. In the window there were exhibited about 75 men's lines of the latest build and on the catchy lasts.

Many persons came in and bought two or three pairs for their use. The man, who was in the habit of paying \$2.75 and \$3.00

them—that all were perfect, and dwelt upon the fact that \$3.50 was a popular price.

Speaking of results of a specially dressed window of shoes selling at one price, Mr. Wilson said he thought that having a separate ticket on each shoe was more impressive and convincing than if there was only one large priced card in the centre of the exhibit. One very interesting feature in connection with the window trim at the Wilson store (which was established in 1863), is that, for the floor or bottom of windows, effective use is made of wall paper. This is purchased in remnants from some stationery store and its employment enables a new bottom to be put in every time that the window is dressed. The wall paper is generally made to harmonize with the decorative scheme and is a timely and economical means of adding variety to interior adornment. Mr. Wilson finds it effective to tone up his windows on holiday occasions.

Some Timely Observations and Comment

ADVANCED PRICE OF SHOES

Business in shoes has been good for the past month, as far as the retail end is concerned. The cool weather prior to Easter no doubt had some effect in retarding spring business, although most dealers assert it was better than last year up to that point. Since Easter there has been an increasing demand, and if it only keeps up the season will be a record one. Wholesalers report a good beginning for fall trade, although dealers in many cases shy at the advanced prices asked. The best buyers, however, seem to realize that the increase is necessary, and are covering themselves. In most cases advances have been asked by dealers on regular lines, and in some cities and towns this action has been the result of mutual conference amongst firms in the trade. Everybody seems pleased with the outlook.

MUCH ACTIVITY IN BUSINESS

Reports from all quarters indicate activity in practically all lines. In spite of the high prices ruling in most lines of food-stuffs, there seems to be no falling off in the demand, which goes to show that the people are abundantly able to pay for what they want. Indications from across the line, where, until recently, times have not been as brisk as here, seem to warrant the belief that even with a presidential contest imminent, trade is growing by leaps and bounds. A fair indication is the fact that the steel trust is working almost to its capacity practically. Spring trade is reported from rural districts as fully up to the average, while in the cities there has been a notable increase in business. It looks as though the season would be a most satisfactory one.

INCREASED COST OF HIDES

Tanners are holding off and are only buying what they actually need to complete orders and meet their regular trade. They claim that the prices of all hides are an average of fully three cents above the actual worth of the raw stock, and claim they have to put their wits to the utmost use to get anywhere near whole in the manufacture of their product. A great deal of the hides offering are still undesirable and at the prices quoted make profit unthinkable. The slight advances in the market quotations of leather do not begin, tanners say, to represent the increased cost of hides and manufacturing. Some producers appear to be getting their prices, while on some sides there are reports of shading. Business in leather is good, both here and abroad, as it is the beginning of the shoe manufacturing season.

LESSONS FROM RECENT DISASTER

The terrible loss of life and property in the foundering of the *Titanic* may seem a strange dispensation of Providence, but man has had to learn his lessons both individually and collectively at great cost in order to profit by them. Had all the passengers on the *Titanic* escaped, the hitting of an iceberg by that vessel would have been a matter of interest to Lloyds principally, and the incident would have been forgotten after a few days, as with the *Republic*. The searchlight has, however, been turned on the whole question of ocean navigation, and already some most desirable results have been reached. If increased efficiency in the way of lifeboat accommodation, searchlights, and emergency drills alone were secured the end would doubtless be the saving of many lives. But we are also likely to see a

rigid supervision of routes, time, watches and intercommunication amongst ocean-going vessels.

THE MULTIPLICITY OF STYLES

Retailers complain that the number of styles shown for fall would seem to indicate that either some manufacturers are not getting the business they think they should, or they are inordinately greedy. Usually the fall season is regarded as one that does not call for much effort in the way of new designs or changes in styles. It would seem, however, as though one season were becoming as bad as another for innovations, and those who sell shoes are wondering where it will all lead to. Stocks have to be twice as large as they were a few years ago to keep pace with the requirements of the trade, and it is a severe tax upon the selling staff as well as upon the finances of any ordinary concern. But good times have the faculty of precipitating many peculiar situations.

EARLY CLOSING MOVEMENT GROWS

All the merchants selling shoes in Hamilton, with the exception of three, have signed a petition for early closing. The request was presented to the city council recently and the necessary by-law that shoe stores close on Tuesday, Wednesday and Thursday nights will likely be passed. Shoe selling conditions in the Ambitious City have not been ideal by any means for a long time. Possibly half a dozen dealers closed the shops at six o'clock at night, but the remainder kept open until all hours. The result was that both clerks and proprietors had a long siege and naturally envied the position of merchants in other towns whose stores closed every evening (except Saturday), at six o'clock. However, the Hamilton retail shoe establishments will soon be shut three nights in the week. This is considered a very progressive step in the interests of the trade.

ABOLISH THE LEDGE IN YOUR STORE

"I have noticed that a shoe store, which has a ledge running along about three feet from the floor, never looks as well as where the shelving is straight up without any projection. It is very much on the same principle as a flat top desk compared with a roll top," declared a Stratford shoe man the other day. "The flat top desk, by its very presence, and by the nature of its layout, compels that everything should be characterized by system, order and arrangement—whereas, on a roll top desk papers are thrown here and there, or left promiscuously and the top closed, when the occupant is in a hurry or in an indifferent mood. The same remarks will apply very largely to a ledge in a shoe shop. Cartons of all kinds are allowed to rest upon it, boots are scattered here and there—it is an abiding place for strings and papers and a general litter, that will accumulate in spite of the best organized effort. Now, when there is no ledge, a clerk will not take a carton from the shelf. He will simply remove the shoe, place the cover on the bottom of the box and, if that shoe does not give satisfaction, it will be returned to its place at once; whereas, if the carton is taken down, the shoe will likely be left alongside of it and may remain there for hours. There is no more necessity of the old-fashioned ledge in a modern shoe store than there is need of a long counter. In the repair shop, where there is an abundance of chairs there is apt to be litter and dirt and callers are inclined to remain, sit around and have a chat, whereas, if there is no resting place, the repairer will do much more work and not be interfered with. It is the same with the ledge. The very fact that it is there, tempts otherwise neat and orderly persons to lay parcels of all kinds on it."

Encountering Human Nature in Retail Shoe Trade

The Fads and Fallacies of Some Customers—How a Shoeman is Supposed to Keep Everything for Everybody—
The Salesman Gets a Close Line on Family Affairs—Some Sidelights

"Oh! he is such a kind, agreeable and obliging man, and she such a thoughtful, sympathetic lady."

Expressions like these are often heard and heedlessly made. Most anyone in business life to-day is approachable and considerate enough if you are not trying to sell them anything or seeking to secure money from their pockets. It has been truthfully remarked that to know a man or woman thoroughly you must do business with them. It is then that the true characteristics and real inner self are revealed.

There are many people in this world who think more of a

dollar than they do of their principles, who hold cash in greater regard than they do character, and would rather get a bargain than do a kindly deed or a generous act. Such dispositions, weaknesses and shortcomings all help to make up the force of personalities that are doing business to-day.

There is possibly no field in which all the varied elements of humanity are seen to greater advantage than in the retail shoe store. It is a strange phase of human nature that many people who are never very particular or picky regarding dress in general are first-class cranks when it comes to pur-

A HAPPY GATHERING ON THE RAILROAD BANK



The foregoing picture shows a pleasant and prosperous appearing group of rubber exponents on the railroad bank near the Kimmel felt factory, in Berlin. One might naturally suppose they had assembled in a hayfield, judging by the character of the surroundings. Their visit to the county town of Waterloo was to inspect the busy felt factories in that thriving centre. The occasion was an outing for the representatives of the Canadian Consolidated Rubber Co. at the time of the annual conference.

In the front row (from left to right) are: T. H. Rieder, of Montreal, vice-president of the company; Harry D. McKellar, of Canada Felts, Limited, Berlin; A. J. Kimmel, Berlin; Oscar Rumpel, of the Berlin Felt Boot Co.; E. M. Zavitz, Ottawa manager; Hugo Wellein, of the head office staff, Montreal.

Second row: R. J. Younge, general sales manager; R. M.

Butler, traveler for Northern Ontario; W. G. Martin, city traveler, Toronto; W. A. Allan, district manager, Vancouver; W. S. Louson (now general sales manager for Ames-Holden-McCready), and J. A. Connor, London manager.

Third row: A. G. Hymmen, traveler, Montreal; R. E. Jamieson, Toronto, district manager for Ontario; C. F. Veitch, manager of the footwear department, Toronto; V. LeChambre, Quebec manager; F. E. Partridge, superintendent of the Canadian Rubber Co., Montreal; A. N. Douglas, Winnipeg manager.

Rear row: A. Angus, assistant sales manager for Ames-Holden-McCready; A. W. Young, secretary of the Kimmel Felt Co., Berlin; J. M. S. Carroll, Montreal district manager; Charles Holden, Winnipeg, Western sales manager, and M. McGowan, manager of the shoe department, Winnipeg.

chasing headgear or footgear. The hatter or haberdasher will tell you of many amusing experiences that he has had with men of different degrees of temperament and eccentric ideas in the matter of style. The shoe merchant possibly has as many "queer" customers as any man in trade.

Several Points of View

In making a sale several points have to be taken into consideration. He has to keep three chief thoughts before the average customer—a proper fit, the right style, and suitable price. Often a shoe suits, but the patron does not want to pay the price, or possibly has not the money to do so, and sometimes while the price is satisfactory, the shoe is not, either in the matter of size or width, and is not of the right kind of leather, or toe.

To dwell upon the human nature element in a day's transactions is a revelation. A leading retailer, who has been seventeen years in the boot business, and has, within that period, encountered all classes of people, from the purchasers of high-priced footwear to the buyers of brogans and buskins, was in a reminiscent mood the other day when the *SHOE AND LEATHER JOURNAL* man dropped in to have a chat with him. Here are some of his observations, and the average shoe seller will be able to recall many parallel instances.

The Vivacious Stenographer

There is a chic and chatty young stenographer or saleslady, who enters with a friend, or possibly two. She wants a pair of high cut button boots, single sole, size 2½, in B. width. Several are shown her, some in tan, dongola, and gunmetal. Then she selects one pair as particularly pleasing and suitable in every respect. She then asks her friends how they like that pair, and, of course, one friend likes something else; the other prefers a 16-button shoe instead of a 14-button. Thus the discussion begins and continues possibly for a long time. The purchaser is anxious to please herself and tactfully yield to her friends as well. They in turn think that she has no taste or judgment if she don't, and a long time often elapses before a sale is closed. If the lady in question had entered alone, she could have been much more easily satisfied and would have completed the purchase in one-half the time. The trouble is that many women customers seem afraid to trust their own opinion or to come to any decision by themselves. They must bring in a friend, relative, husband, or someone else, and are swayed this way and that. It is rarely that two people in this world agree on any style, shape, model or last. This makes the shoe salesman's lot a difficult one at times.

Who IS Boss of the Family?

Another peculiarity is brought out frequently in the matter of children's footwear. "I can tell," observed the retailer, "within five minutes who is 'the boss,' providing the father, mother and child enter the store at once. Sometimes the father is very emphatic in his utterances, and demonstrates that he has the say, at other times he keeps in the background and lets the mother do the talking, and very often the child seizes upon a certain style of shoe and insists on having it. The mother says, 'No, no.' The child persists and pleads, and in the end wins. This demonstrates that the child is 'boss.' Now, what the average mother should do is to buy something that she believes will wear and at a price which she can afford to pay, and not yield to the whims or passing complaints of youngsters, whose fancy is as fleeting as an April shower. I always sympathize with people when a three, four, or five-year-old child is 'the boss,' and I pity that juvenile, who is granted such indulgence, in the years that are to come.

"I know that many a dealer takes special pains to cater and win the favor of the women in the family. It is the mother who does three-fourths of the buying, and if she is satisfied, then it is safely computed that no special means need be taken to look after the men or boys.

"Personally, I would rather satisfy an eccentric, cantank-

erous, and even peppery customer than I would one who comes in ready to buy, is willing to accept almost anything proffered, pays the price, and walks away. Such a patron is liable to go some place else the next time, and still another place when he or she again requires shoes. The fussy and precise client, one who requires minute attention and painstaking methods to satisfy, is apt to be a firm friend of the establishment and to talk on how well Mr. Robinson or Mr. Jenkins has met his or her specific footwear needs.

Minimizing Size of the Foot

A rather humorous experience came under my notice a few months ago. A woman who takes a number 6½ E., but wanted those who waited upon her to believe that she had a very delicate and dainty foot, came into the store one afternoon. The chief clerk in the ladies' department, forgetting himself for the moment, asked her, after she was seated and said that she wanted a pair of pumps, 'What size, please?' Looking at him very frigidly, she observed, 'Young man, I came here to be fitted. The question of size has nothing to do with my feet.'

"It is a strange fact, as well as commentary upon human nature, that certain persons, both men and women, think it an honor, a charm, or a personal attribute to have small pedal extremities. There is nothing to be particularly proud of in abnormally miniature 'pedestals,' and the sooner persons become disabused of this conception, the better for them. Many callers, particularly women, will not allow you to remove their shoes and permit you to fit on a new pair until they have first made you show several styles. Then the woman will ask you if you have size three on such and such a last, and even men will enquire if you have seven in a patent colt blucher. When you come to try on the sizes asked for, it will invariably be found that they are too small, that they require two sizes larger, and the would-be lady purchaser will exclaim: 'Well, well, that seems strange, too. Why, the last pair that I bought were only 3's.' Such tales are merely fiction, romance, or a pleasing figment of the imagination. Some people do not want to tell the truth at the outset. They prefer to exaggerate, in many cases, and to minimize in others. It is one of the oddities of human nature that, in the matter of one's feet, the tendency is certainly not to err on the side of ponderosity.

A Candid Confession Is Made

"Sometimes a man enters and will tell you frankly that he is a bit of a crank. Other times a woman enters and candidly confesses that she is awfully hard to suit, and has an extremely difficult foot to fit. We have generally found that people who admit this are easily satisfied and only imagine that they are fussy or idiosyncratic. It is something the same as with a man or woman who tells you how bad she or he is. You can generally discount their stories and conclude that a voluntary confession of depravity is not nearly as black as the narrator paints or pictures.

"I could deal with a great many other types of humanity, from the fellow who has recently secured a job in a tannery or leather factory, comes in here and tries to 'tie us up in knots' with a bewildering display of knowledge, forgetting that a little learning is a dangerous thing, to the fresh, young chap, who has just secured a job in a shoe factory, and, after he has been running a machine for two or three weeks, imagines he knows all about the make and construction of boots. Then there is the veteran, who was a shoe repairer in his youth, and the lady whose brother or father was a footwear merchant.

The Gamut of Foibles

"So the gamut of human experiences is as varied and as comprehensive as the stock on my shelves, and you perhaps know the number of styles that a modern retailer has. Why, you would be surprised if I told you that in the average shoe store of to-day there are between seven and twelve thousand pairs, either on the floor itself or in the reserve stock room. The number of lines is simply appalling. Why, in men's, I have

200 different styles, ranging in price from \$1.00 to \$6.00; in boys', 50 styles, ranging in price from \$1.00 to \$3.50; in little gents', 25 styles, selling at from \$1.00 to \$2.25. In women's I have 250 lines, running from \$1.50 to \$5.00, and in misses' about 45 lines, going as high as \$2.50 and \$3.00. It will thus be seen that it requires some knowledge to have a thorough grasp of one's stock, but it also requires discipline and complete mastery not to lose one's temper or to retort in a satirical way to the many questions, foolish and flippant, that are fired at us every day we live.

"It would require pages to tell you of the various dodges that certain customers resort to in a vain endeavor to obtain credit, for I may say that we always do a cash business. Then there are persons who always want shoes sent on approbation or asking for styles that they know we do not carry, but which they may have seen in a larger city. They want to indirectly inform you they have been out of town. Besides this small army of disgruntled ones, there is the person who can always obtain better satisfaction at Tompkin's, down the street, or from Gardner, in the north end. They say that we are making too large a profit, that we do not keep up-to-date.

Many Tender Advice

"They tell us how to run our business, what will sell, what hours we should keep open, what class of trade we should cater to, and all that sort of guff, which we must bear with tolerance, composure and dignity. It is pretty hard at times, after a trying day, to have someone come in and calmly tell you how you should manage your affairs and direct your business. The greatest study of the present day is 'human nature,' and if one can keep himself well in hand and be tactful, diplomatic, thoughtful, but yet firm, there is no reason why he should not make as big a success of mercantile business in the shoe line as in any other avenue of trade; and look at the rich and ripe harvest of 'experiences' that he is reaping every day in proud, peevish, popular, plump, pretty or pompous patrons, whom he has to please."

Does It Pay To Talk Too Much?

"You occasionally hear travelers boasting about how much business they placed during such and such a season. One man will tell you, with a good deal of pride and self-appreciation, that his sales amounted to \$75,000 last spring and \$60,000 last fall. Another road man will perhaps add five or ten thousand to these figures, and so the process of exaggeration goes on," remarked an Ottawa traveler the other day to the SHOE AND LEATHER JOURNAL.

"Now," he went on, "I do not believe that anything is gained in bravado or hot air talk. I never tell one retailer how much a competitor in his city has bought from me, or how large an order I was given by Brown or Jones in another town. I endeavor to mind my own affairs, and sell shoes for the firm I represent. I do not think that the average dealer wants the amount of the order which he has placed peddled around by word of mouth to rivals, and on this point I have always kept silent. Not that I have any objection to a man letting off a little steam if he wants to, but I find minding my own business the strongest part of salesmanship valor.

"I have known fellow travelers to tell me about how large an order Jenkins placed with them for children's goods, for women's goods, or for men's oxfords. I had no idea that Jenkins, who was not a customer of mine, was such an extensive buyer, and had always neglected calling on him. However, the next time I visited the town I made it a point to see Jenkins, and secured part of that big booking which my traveling friend had been shooting off about. If he had kept his mouth shut, I do not suppose that I would have thought of this man as a likely customer, but I received a valuable pointer, and naturally acted upon it. The result will be that when my vaunting road friend goes around for Jenkins' order next time, he will discover

to his dismay that he has already placed a generous share of it with me. I do not think it pays to tell others the extent and nature of the business you are doing. It may be all right with some, but with me I am afraid it would not prove a very profitable venture, in fact, a boomerang."

Celebrates His Diamond Wedding

Mr. John Hellyar, the veteran shoe merchant, of Bowmanville, and Mrs. Hellyar, celebrated their diamond wedding anniversary on April 22. The occasion was marked at "Gladstone Villa" by a happy gathering of children and grandchildren. Sixty years of peaceful and prosperous wedded life is an unusual event in the present day and age, and therefore such an occasion was worthy of significant recognition. Mr. Hellyar was married to Miss Catherine Brenton at the Bible Christian parsonage, Cobourg, Ont., on April 22, 1852, by Rev. John Edwards. Both bride and groom were natives of St. Eyal, Cornwall, Eng. When John was only five years old his father died, so that he



was early left to make his own way in the world. As a youth he was apprenticed to Catherine's father and with him learned the shoemaking trade. Being children together naturally they became closely acquainted. The intimacy ripened into affection, which later led to their union. On April 11th, 1850, the Brenton family sailed for Canada, and John accompanied them to the new land. They made their first Canadian home in Cobourg, where, after living two years, the young couple were married. After two years' further residence in Cobourg, they moved to Tyrone, and for twenty-nine successive years they continued to reside there. In 1883 they moved to Bowmanville. In 1902 Mr. and Mrs. Hellyar celebrated their golden wedding. Many friends will wish them many more years of health and happiness.



On the Road



SOME EXCEPTIONS TO THE GOLDEN RULE

"Yes, 'gratitude is often a lively sense of favors to come,'" remarked a Quebec shoe traveler, seated in the smoking car on his way to Toronto the other evening. "The man whom you befriend the most is he who will often turn you down cold. Now, our firm last year wanted a man to represent us in Eastern Ontario. I practically had the appointment—that is, I knew the one whom I recommended to the boss would get the job. I had an acquaintance who was in the retail business in an Ontario city. He told me that the house which he had represented on the road for a number of years was likely to part with his services. You see, he had been in the retail line and selling shoes in Western Ontario as well. He came to me, when I had my fall samples displayed, and placed an order for about a thousand dollars. He said that he could use two thousand dollars' worth of my goods in his shop, and he hoped that I would use my influence to secure him the post in the eastern territory.

"Now, I had partially given my promise to another man, who was retiring from the retail trade and was desirous of going on the road. He had good experience behind the counter, but, not having traveled any, I thought that, all things being considered, a fellow with some insight in the selling game outside would prove a more efficient representative. I had really no preference in the matter, but said to myself: Now, the first mentioned chap can use a couple of thousand dollars' worth of my goods annually, which means a hundred dollars' commission to me, and perhaps I should favor him. I went down to the factory some weeks after and spoke to the boss regarding this retailer-traveler, and he inquired all about him. The applicant—Cleaver—had one or two faults, but was a fair salesman.

Wanted to Square Things

"Perhaps I recommended Cleaver a little too highly. Any-way, he was taken on, and I wrote a letter telling him that I had secured the post for him. He never acknowledged my communication, but at this I was not greatly surprised, and supposed that everything would be all right. His order of one thousand dollars worth of goods was ready. I was about to order them to go ahead as I was departing, when, to my surprise, I received a cancellation or words not to ship the goods. I was dumbfounded, could not explain the matter at all to the firm, and told them to wait until I went West. On the street, a few days later, I met Cleaver, and he invited me to come in and have a drink. I refused and inquired of him what was the matter that he had cancelled his order? He said that he would take the goods in a few days. I was to leave them at the factory, and accordingly I instructed the house to that effect. Cleaver informed me that he could not take the new position, as his old firm had reconsidered things and would continue him on the territory which he had covered so long. I did not mind this so much as I still had the other man in view and knew that he would gladly accept the now vacant situation. Days passed and Cleaver religiously kept out of my way. I expected to hear from him all the time about shipping the stuff for his retail store,

but not a word came. I met him accidentally. He wanted to smooth things over with a cigar and a friendly chat, informed me that he very much regretted he could not accept the shoes which he had ordered, that he knew his treatment of me was not right in view of all I had done for him and the manner I had looked after his interests.

"Well, on that order I dropped about fifty dollars, but I took an oath to myself that I would get even for such a raw deal even if it took years. One day he was in a boot shining parlor when I entered. I spoke to him and asked: 'How much money have you, Cleaver?' He said: 'About thirty-five dollars.' 'Give me twenty-five?' I requested, and he handed over the notes. A day or two later I dropped him a pretty plain epistle informing him, in no unmistakable terms, what I thought of his conduct, and explaining this was my means of squaring matters for the dirty trick he had played upon me. I told him if he thought he could get the money back to go ahead and we would see who was the better man.

A Campaign of Slander

"Then what do you suppose he did? He went around to a number of travelers telling them that I had virtually stolen twenty-five 'bucks' from him. I would have known nothing about it only a friend was good enough to give me the tip. I found that Cleaver was circulating all sorts of rumors and some of the mud that he slung might stick. Finally I relented and mailed him a check for the twenty-five. I know that my method of retribution may not be admired when I borrowed that twenty-five, but I had lost my commission on the goods, had secured for him a job and used him the whitest that I knew. I might say again that, previous to my dealings with him I had only known him slightly, and where I made the mistake was in recommending him to the boss and listening to his plausible yarns. The next time that I endorse any man for a job I *will know him through and through*. You do not often get thanks for kindness done to one who beseeches you to come forward and put in a good word when he thinks that he can use you to advantage. Giving the other fellow a boost is all right when you know the fellow, but be careful whom you boost. That act of mine in booming Cleaver got the boss sore on me; the factory had to turn over his cancelled order at a loss, as they had kept the shoes on the floor for several weeks ready to ship, and I dropped many dollars."

FINDS IT BRIGHT AND BREEZY

Enclosed you will find one dollar for renewal of my subscription to the Shoe and Leather Journal. I am always anxious to receive this paper. The news and discussions in it are up-to-date, bright and breezy.

Faithfully yours,

G. W. WILSON.

Markham, Ont., April 18th, 1912.

Some Bright Exponents of the Shoe Business

A Few Words Regarding the Identity and Career of Those Who Were Successful in Recent "Going Into Business" Competitions—A Feature That Proved of Lively Interest and Was Generously Appreciated

The recent salesmanship competitions on "Going into the shoe business with a cash capital of \$1,000" or "\$2,500," have been closed. The names of the winners in each contest were announced in the editions of April 1st and 15th respectively. Their contributions were eminently practical, helpful and timely, and no feature that the SHOE AND LEATHER JOURNAL has introduced for many months aroused such widespread concern.



A. E. EDGAR,
Windsor, Ont.

In the competition on "Going into the shoe business on \$1,000 capital," the first prize was captured by Mr. A. E. Edgar. Mr. Edgar is the son of Joseph S. Edgar, of Windsor, Ont., who has been in the shoe and clothing business in the Frontier City for thirty years or more. Mr. Edgar, Jr., has always made a close study of trade problems, and has devoted considerable attention to writing on a number of interesting mercantile topics. He is the author of that excellent work, "How to Advertise a Retail Store," and "Simple Stock-keeping System," which appeared in the SHOE AND LEATHER JOURNAL some months ago. He was for a number of years ad. critic for a leading publication in the United States. In his home town he is a member of the public school board, the library board, and other representative bodies. He is a public-spirited citizen, and a master of anything that he turns his hand to.



F. A. Robinson,
Saskatoon, Sask.

F. A. Robinson, who won second prize in the contest, is one of the brightest and brainiest shoe men in Western Canada. He is a shrewd buyer and a close student of shapes and styles. For several years he had full charge of the shoe department in the large departmental store of Currie Bros., Saskatoon, who, some months ago, disposed of their business to F. R. MacMillan & Co. Recently several improvements have been made to the premises, and Mr. Robinson is still the man at the helm. If there is one thing more than another in which he is successful, it is in training help. He believes that more attention should be devoted to this branch of the shoe line, and says that there are to-day many second and third-class clerks; but first class, reliable, efficient salesmen are scarce. Mr. Robinson has been a reader of the SHOE AND LEATHER JOURNAL for nearly a quarter of a century. He occasionally visits Toronto, where he has a number of friends in the trade.



JESSIE CUMMING,
Fergus, Ont.

The winner of the third prize was Miss Jessie Cumming. She is a clever young lady, who is employed in the shoe store of H. L. Harrison, Fergus, Ontario. Miss Cumming does not betray her name. She is certainly one of the "coming" ones in the shoe arena. In the salesmanship competitions, which were conducted some time ago in this paper, she was successful in carrying off a prize, and, when the going into business competition was presented, she likewise entered, and proved herself worthy of a place, in the face of considerable opposition. Mr. Harrison speaks of her worth and work in his store in most appreciative terms. She is an excellent stock-keeper.

In the \$2,500 competition, the winner was A. L. Wright, of Peterboro. He was for a number of years with Morris & Co., of Glace Bay, C.B., and some time ago removed to Peterboro, where he resides at 595 George Street. Wright has given considerable attention to every phase of the shoe trade, and in the competition of shoe selling experiences was successful in carrying off first prize in August last, and in another competition, two months later, he won second prize. He not only has some practical ideas, but has the executive ability to carry them out. A young man with a bright future ahead of him, he is a diligent student of everything pertaining to the shoe trade and style problem.



A. L. WRIGHT,
Peterborough, Ont.

D. J. M. McGeary, who was successful in taking the second award, is the manager of the Royal Shoe Store, in the progressive city of Saskatoon. For a number of years he was employed in Winnipeg establishments, previous to going to Saskatoon. Mr. McGeary is a firm believer in attractive interiors, artistic fronts, the uniform carton system, and other impressive accessories. The Royal Shoe Store has for a long time given coupons free to each purchaser of a pair of shoes, entitling the holder to five free shines. Such shines are a part of the policy of the store. He is a close student of styles, and has the ability to read human nature in a marked degree. He is an adept on fitting.



D. J. M. McGEARY,
Saskatoon, Sask.

John Maw, of Ormstown, Que., is one of the veteran retailers of that province. He has made a success of the shoe business, and enjoys the esteem of the citizens, both in a business capacity and as an upright resident. He has been a reader of the SHOE AND LEATHER JOURNAL ever since the first copy was issued, over 25 years ago, and he declares that each issue is brighter and better than the preceding one. Mr. Maw is a gentleman of quiet disposition, good judgment, and up-to-date ideas in stock and store methods. He has built up his trade on quality and service. He thinks there are too many and too frequent changes of styles to-day for the retailer's good.



JOHN MAW,
Ormstown, Que.

Arthur L. Wilson, of Hamilton, is a son of Robert Wilson, who is the oldest retailer in that city, and does business at 73 King Street East. Mr. Wilson, Sr., started in the shoe business in 1863, and next year will celebrate his golden jubilee. This is a record of which few retailers can boast. Arthur L. Wilson is both alert and aggressive in the shoe line and a window trimmer of ability and good taste. He has practically grown up with the trade and believes that the footwear business is one of the most interesting and enlivening that can engage the attention of any young man, providing he loves the smell of leather, is a follower of styles, and likes to come in close contact with people.



ARTHUR L. WILSON,
Hamilton, Ont.

Some Stray Shots from "Solomon"

He who loses his temper in an argument prejudices his case. The man who is sure of his ground has no cause to give way to violent feelings. There are some people who are everlastingly going about with a chip on their shoulders and seem more concerned about their dignity or reputation than the rightness of their cause or their character. In spite of their being constantly under arms to repel invaders, they are shot full of holes every day. "He that hath no rule over his own spirit is like a city that is broken down and without walls." He invites attack, where calmness of spirit would otherwise inspire confidence. Even when a man's cause is a righteous one he injures it by "going up in the air." Besides this, the fellow who has learned to "keep under his body" has won the greatest fight of life, and is only then prepared for other conquests. Get a grip on yourself. If you can't, get Someone stronger than yourself inside.

There are some people who are in the "rag and bone" business in life, and make the gathering of "scrap" their sole aim. They go about gathering and retailing the scandal and shame of a community with the avidity that characterizes the dealer in junk who haunts our back lanes. When you mention a name it suggests to them some mental or moral shortcoming, which they with hypocritical reluctance commence to recount. These business and social ghouls will desecrate the most hallowed associations of a community, in order to prove their theory that "all flesh is grass." The man who delights in the thought that every man is crooked and every woman is weak is a bad man to have dealings with. He would corrupt angels if he got the chance. How much better is the one who is constantly on the hunt for good, and who always seems to find plenty of it. "As cold water is to a thirsty soul, so is good news from a far country." The man with "good news" is like a breath of spring after a March blizzard.

Instead of jumping on your enemy or hitting him on the head with a club try the other way. There is philosophy as well as religion in the advice of the wise man: "If thine enemy be hungry give him bread to eat; and if he be thirsty give him water to drink." Whatever wisdom there may be in the saying that "more flies are caught with honey than vinegar," there is no getting around the fact that the keenest kind of revenge is returning good for evil. Most men can stand a brickbat or will face a gun, but few care to have a bun given them in return for a stone, or a boost for a blow. People are learning that the bludgeon never pays. It is stated that Queen Elizabeth pardoned a woman who made an attempt upon her life, and afterwards made her a lady-in-waiting. This queenly magnanimity not only disarmed the enemy herself, but no doubt made for the safety of the queen, as far as others were concerned.

A man who cannot be depended upon is worse than no help at all, for a man when "up against it" and alone will make an effort to fight his way through with some chance of success. But a chain is only as strong as its weakest link, and when the strain comes it does not matter how much good iron may be in it and how well the other links have been forged, the one weak spot will prove fatal. "Confidence in an unfaithful man in time of trouble is like a broken tooth and a foot out of joint." Did you ever try to chew with a broken tooth? It is worse than having to "gum it." Have you ever tried to put your weight on a weak ankle or a dislocated leg? You could navigate better without any leg at all. These people you can't depend on would

be better out of your way. They are a heartscald as well as a hindrance.

The other night there was every appearance of a nice spring rain. The wind was in the right quarter, the clouds were lowering, and we had every reason to expect a down-pour, but it came not. There are some people who lead one to think they are going to be a help and blessing to the community or that they will accomplish wonders in their particular sphere, who do not "pan out." "Whoso boasteth himself of a false gift is like clouds and wind without rain." Be content to take your place quietly, where Providence has placed you. Take yourself as seriously as you like, but don't force the idea upon other people that you are a marvel, or they will expect more than you can produce in a show-down. Put in your best lies and leave to others to decide whether you are the only man in the town who knows his business. They are in a better position to judge than you.

Don't tell abroad your troubles, especially those you have with your neighbor. You will find it hard to patch up a difference when it has become common talk, even when both parties have agreed to come to an understanding. When you have trouble that is worth while and needs mending go to the man who is most concerned and talk it over with him. Half the troubles in life will disappear when they are faced. It is the running about and cackling about differences that make them so hard to settle. "Debate thy cause with thy neighbor himself and discover not a secret to another." A celebrated divine was bitterly attacked by an opponent in a pamphlet. He wrote a scathing reply, and before sending it to the printer read it to a friend, whom he asked to suggest a suitable title. The friend replied, "'Go to the Devil,' by the author of 'Come to Jesus.'" The divine had written a very popular tract under the latter caption. The "scathing reply" never reached the public.

The man who is quick to pick a quarrel is his own worst enemy. He will find plenty of trouble waiting for him and his very attitude will prevent him meeting it with advantage. The man who is looking for trouble is always the least prepared to handle it. To be forewarned is to be forearmed, but to be always meeting trouble half-way is to demoralize one's ability to dispose of it. "Go not forth hastily to strive lest thou know not what to do in the end thereof, when thy neighbor hath put thee to shame." As Shakespeare says, "Beware of quarrels, but let him beware that quarrels with thee." Be the last to resort to war and only consent when all efforts to secure honorable peace fail. Most of the private and public quarrels of life are precipitated by hot-headed, foolish people, who do not stop to think until they are badly hit in the fray.

You "gave as good as you got," but were you as good a man after as you were before? It is a temptation with most of us to "get even," but the process, often as not, leaves us very "uneven" when we get through. If you let this spirit get hold of you it will bring you to the level of a common thug. It is the law of the jungle—an eye for an eye, a tooth for a tooth, cursing for cursing—and if you want to get down to the level of the wild beast there is the path. One of the best tonics for true manhood is the practice of the advice of the "Greater than Solomon"—"Bless them that curse you, do good to them that despitefully use you." But even the Wise Man says, "Say not I will do so to him as he hath done to me: I will render to the man according to his work."

Big Net Profits Made in Pushing Sale of Findings

When They Are Properly Boomed—What to Buy and How Much to Spend—Hints on Displays and General Management—Findings Offer a Broad Field for Effort Not Yet Exploited to Anything Like Its Possibilities

There is money in findings, *but*—don't trip over that "but"—you've *got* to push them to get it. The shoeman who, when he is asked for shoe laces, dressings, or some other of the many different wares combined under the word "findings," has to go to the cellar stairway or some obscure place in the stock room to get the article requested, need not wonder if his findings sales are rather thin in spots. The man who, by such actions, practically apologizes for keeping findings at all, should quit the findings business right away, and acknowledge that he is a back number along that particular line.



Much Net Profit in Findings

Profit? Yes, plenty of it. As a comparison, the *average net profit* on shoes is approximately 15 per cent.—*net profit*, mark you—while on findings the net profit runs anywhere from 25 to 100 per cent., and even more. And it is "easy money." A big turnover can be made on findings in a little while with very little trouble or loss of time.

That is only the direct profit. Look at the indirect returns. Findings are great feeders for the regular shoe departments. Many a person, under the influence of skilful salesmanship, will stay to buy shoes, whereas he only came in to purchase laces or shoe polishes.

How to Succeed

First and foremost, organize a separate department for all findings. Place them in that department; see that all purchases are charged and all sales credited thereto. Next, see that the position of this department is as advantageous as possible. The closer it is to the door the more likely are the findings sales to mount up. As findings take up very little floor or shelf space, it should not be hard to secure this position.

Buy a *good* showcase. A great deal of the success of this department will depend on the appearance of this showcase, therefore don't "save at the spigot and waste at the bung." A cheap, shoddy-looking case robs the whole department of that bright, up-to-date appearance that is the hallmark of every well run shoe store. For about \$40 you can buy a handsomely-finished showcase of quarter-cut, mission or fumed oak, with plate glass top and shelves, plated, adjustable shelf brackets and mirrored doors. Just here it is well to add that, if you have electricity the case should also be wired, and nickel reflectors placed under the upper front glass, so turned that the light will be thrown *into* the case and not into the observer's face or around the room. A good average-sized case measures 6 x 3 x 3 feet, and will hold quite a tasty display.

Such a showcase will attract a great deal of attention, provided care is given to arrangement and harmony of display. It looks especially inviting at night, and many a dollar's sales can be traced directly to the desire to buy some article in the display that strikes the eye.

What to Buy

Many people seem to think that the term "findings" includes only laces and polishes, brushes and kindred items. But these are only a small portion of the stock of a well-laid-out department. Look at this list: Shoe trees, rubber heels, insoles, heel cushions, arch and ankle supports, shoe lifts, buttonhooks, ice-creepers, heel plates, canvas cleaners, bunion protectors, corn removers, etc. When you broaden the field a little, and add to

these such articles as buckles, shoe ornaments and bows of all kinds, it is readily seen that the scope of the findings department is a large one. Moreover, hosiery can really be included in the findings department in the average medium-sized store. It can be displayed to advantage with findings in showcase and windows, and when carried with findings stock, it saves accounting. In large city stores, however, it will probably be found more convenient to carry these items in separate departments, and this is usually done.

The proportion of your capital to be spent on these different classes of findings depends largely upon circumstances, and must be decided by the shoeman according to his best judgment, based upon the way in which such things have sold in the past. Of course, laces, polishes, rubber heels, buttonhooks, and like articles always sell readily, and hence a sufficient stock should be kept on hand. As to the ordinarily less readily sold articles, it is a matter of judgment. "Go light until you gauge the pulse of the actual demand, and find out what is the prospective demand," is a safe motto.

How Much to Spend

As to how much it is necessary to spend at the start, or, to put it in another way, how little one must spend to secure favorable results from the venture, opinions differ. However, from \$100 to \$150 will buy a fairly representative stock, and as repeat orders are quickly filled in these days, and turnover frequent, not much more than that amount need be set aside for the foundation of a good-sized findings department. This is exclusive of the cost of the findings case and any other fittings. And, of course, the usual terms can be secured when placing a findings order, so it is not necessarily a C.O.D. proposition. If one takes advantage of all discounts, it helps greatly to make the department a success.

Display Methods

Too often the mistake is made of using the showcase as a sort of storehouse for findings. This is a grave mistake, and goes to defeat the very purpose for which the case was bought, viz., attracting the eye of buyers in the store. There must be a neat display to do this, and that does not mean a mass of materials huddled together helter-skelter, any old way, but a few articles, tastefully arranged.

In window displays the same mistake is often made—that is, when the shoeman is interested enough to devote a whole window to a findings display. Too often, findings are given an obscure corner totally overshadowed by the rest of the display. This is suicidal to success. Why, the writer has seen some very striking findings displays made from such things as variously colored shoelaces. In one case, from a common centre in the rear, laces were stretched to every corner of the window front, and to the sides as well. In another case buttonhooks were used as the basis of a very attractive display effort.

Concentrate in Displays

In every case, keep the display elements from clashing. Show polishing and mud brushes with blackings, but don't put rhinestone buckles, if carried in stock, in the same window—at least, not near the blackings. They are too incongruous, and hence clash. Better displays can be secured by aiming for one effect. There are plenty of chances to feature other classes of findings. Try to boom brushes and polishes one time, and arch supports, insoles, and like articles later on. This plan brings big results.

Advertise. At least, give your findings department a proportionate share of advertising space used—that is, proportion-

ate, not to price of the articles, but to the net profit to be made. Here, again, reason must dictate the exact proportion.

In a subsequent issue, the *SHOE AND LEATHER JOURNAL* will take up the interesting question of whether findings in larger stores should be sold by every clerk or whether one salesman,

and one only, should be responsible for the department. There is considerable difference of opinion along these lines, and the two methods will be discussed fully. Also the question of whether findings should be sold by salesmen on a percentage basis or not. Watch for this helpful discussion.

How and How Not To Advertise Shoe Stocks

A Few Mild Criticisms on Styles of Retail Shoe Advertising Too Common—How These Mistakes Can Be Rectified—Stick to Facts and Make Reasonable Claims If You Desire Direct Returns and Good Results

First, there is the man who is extravagant in his claims. He prefaces his remarks by stating that he is offering "the bargains of a lifetime," or some other modest assertion. He probably finishes up by saying that he is offering \$5 for \$1.99. As a general rule, however, he doesn't offer a money-back guarantee—something the public seem to lose sight of until two or three weeks' wear discloses the fact that probably the counters are rotten, and the soles and stitching are pulling apart. Then the buyer begins to howl.

Selling Under False Pretences

While one has little sympathy with bargain hunters in such cases, that does not absolve the shoeman from blame. The buyer gets what he pays for—a cheap shoe; but the shoeman really sells under false pretences—in fact, if not in law. It is gradually becoming recognized among skilled advertising men that the truth is the only thing that pays, and the day is rapidly coming when big black type and illustrations of the scarehead nature will kill the trade of the firm using such methods. The people are becoming harder to fool all the time, and the firm with a rock-bottom reputation for truthfulness is winning out—and getting the "skin-'em-alive" firm's trade.

Wasting Costly Space

Then there is the advertiser who is truthful, but who expresses himself, and tells about his goods in bad typographical form. Moreover, he frequently utterly wastes valuable space

JOHN JONES & CO.
10 ESSEX STREET

We can satisfy all your shoe wants all the time. We can fit any kind of foot. We want you to give us a call because we know if you come once, you'll come again.

JOHN JONES & CO.

in a "home made" effort to do something out of the ordinary. Note the example above. This is modeled after the style of hundreds of similar efforts throughout the newspapers every week.

For a well-meant effort, this is a shining example of *how not to do it*. And, generally, such ads. use considerable space on extreme commonplaces. No man would give such an ad. a

second thought; certainly if he wanted a pair of shoes he would go straight past John Jones' store to that of his competitor, who used a small single-column ad. something after this style:—

Men's Tan Oxfords

New Spring Styles
\$3.50 to \$5.00

We have just received a snappy assortment of Tan Oxfords in several of the latest receding toe lasts. All widths.

The workmanship is excellent; medium sole, flange heel. Just the thing for the man wanting comfort plus style.

John Graham, Shoeman

Is it any wonder that the man who wants an Oxford for spring wear goes by the door of the "hot-air" artist and buys from the shoeman who talks to him frankly, as an intelligent human being, and not after the Barnum's circus style? This change to informative copy is coming, but it can't come quickly enough for the shoe trade in general, and the delinquent shoemen in particular.

Get Down to Facts

Every shoeman must tell the buyer *why* he should deal with him and *what* he has for sale. He should impart this information in as few well-chosen words as possible. If he gives a genuine bargain, he should give genuine reasons, else the public will think it a new edition of the nutshell game. And he should back up such advertising by every means in his power. "Stand by promises if it breaks you." The public will soon learn that such a spirit possesses a firm, and they will show their appreciation in a very practical way.

Perhaps the reader may consider the sample ad. given herewith as far-fetched. It is not. Such a shoe ad. appeared in a big city daily in 10-inch double-column space last week. And this is only one sample among many. A foolish man and his money are more quickly parted by advertising than in any other way.

*FALL
STYLES*



BY THE COOK-FITZGERALD CO.



BY THE HARTI BOOT AND SHOE CO.



BY JACKSON & SAVAGE.

FALL
STYLES



BY THE SMARDON SHOE CO.



BY GETTY & SCOTT



BY GETTY & SCOTT

Rubber Footwear Took Advance of 8 Per Cent.

New Price Lists Went Into Effect on April 22—Companies All Report a Large Placing Business—Reasons Why Figures Have Been Raised—Some Retailers Now Sorry That They Held Back

The rubber placing order period is over, and all companies report an excellent business. Through the influence of literature, backed up by strong selling talks, the number of bookings in March and April are ahead of last season. Dealers find that there is a decided advantage in giving orders so as to afford factories a chance to forward deliveries in ample time. As intimated in the last issue of the *SHOE AND LEATHER JOURNAL*, the prices which went into effect early in March were not destined to remain at that figure long, owing to the advancing quotations in raw rubber, cottons, textiles, and cost of producing the finer goods. On April 22 another increase went into effect, which, taken on the average of production, means that those who held back will now have to pay about 7.7 per cent more.

It will be remembered that the first price lists showed a raise on the average of nearly five per cent., and the second augmentation of prices has brought the figures up to about twelve and a half per cent. higher than they were last season, when the companies declare they were doing business at practically below cost. They contend, for the reasons already mentioned, the elevation in list prices is warranted, and that Canadian prices are now about on a parity with those in effect across the line.

Changing Styles Add To Expense

Then the constant clamor for new lasts to fit the ever-changing shape of shoes adds materially to expenses. The retail trade, it is contended, is being fairly well dealt with, in view of increased quotations for materials and larger outlay for labor. The sorting business was particularly lively all the spring, and some lines were exceptionally low.

The Canadian Consolidated Rubber Company, the Gutta Percha and Rubber Manufacturing Company, the Kaufman Rubber Company, the Independent Rubber Company, and the North British Company all adopted the new schedule on April 22nd. The Miner Rubber Company put the new list into effect one week later. On some lines the advance has been fifteen and even twenty per cent., and on other lines only three and four per cent. The average has been taken on production and the relative demand for certain lines of goods.

Business on Firm Ground

A leading manufacturer stated this week that the rubber business was now on a permanent basis, and the outlook for the companies was better than it had been for some years. The game of doing business at cost or less was not a paying one, and as leather shoes have gone up in many lines, it could not be expected that rubber footwear would remain at the same figure. Cottons were thirty to fifty per cent. higher than three or four months ago, and raw rubber was hovering around \$1.20, and there was no telling how high it would go. Operating and selling expenses were going up all the time. No advantage had been taken of retailers, as practically all had ample opportunity to come in on the first list of prices. The trade had been pretty well covered before the second advance prevailed.

Several orders that were held back until after April 22nd were refused on the old basis, and, consequently, there were some heart burnings. This year there appears to have been little or no cutting of prices below those on the lists, and, while there have been certain rumors afloat, they have not been taken very seriously. The factories will now be in a good position to manufacture on their largest scale, and have goods ready for shipment when desired.

It is learned that the first consignments will go out in July, and August will be a heavy month. The companies will thus be enabled to take care of all sorting business, which they were not in a position to do last season, owing to an abnormal de-

mand and the fact that so many retailers held back for some reason or other, and in the end were caught short. They would wire in orders and insist on immediate deliveries, which, of course, they could not get. In many instances they lost considerable money through lack of foresight, stock, and sudden demands, for which they were unprepared.

In connection with the recent advance in rubber shoes, the most marked increases are in the lighter goods, which, previous to this year, were sold at no profit in the case of many lines. Western prices have also been newly issued, and, like the originals, have been raised about 3 p.c. higher on the average than Eastern prices. The advance on heavy goods is not so much as on the lighter lines.

The Consolidated Rubber Co. report that Dominion, Anchor and Challenge brands are advanced from 5 to 6 p.c. on the general average. In the Challenge brands, only boys', men's and youths' overshoes have been raised. The company report that the 12 p.c. per annum discount for prepayment has proved an excellent incentive to early placing, and that dozens of retailers, who formerly did not have goods shipped until September, October and November, are getting them this year for shipment by June 1st, so as to get the benefit of the 1 per cent., which would be coming to them as a result. July, August and September shipments will also be heavy.

Wore These Shoes Eight Years

A shoe that will wear eight years, stand being re-soled seven times and yet not be worn out, is something that the present generation seldom witnesses. An instance recently coming to light, furnishes evidence that the day of miracles is not over. Thomas Gillean, a prominent jeweler, doing business at 402 Richmond Street, London, Ont., walked into the shoe store of the late John Pocock away back in 1904 in that city and asked for a pair of comfortable and durable shoes. He was shown the Doctor's Special manufactured by J. & T. Bell, of Montreal, which he purchased for \$6.00. As already mentioned, he has secured eight years'



constant use out of them. There is only one small break in the vamp of the right shoe, showing a wonderful wear. Mr. Gillean had the shoes re-soled six times. The welt had then become so worn by frequent stitching that, when he took the footwear to a repair shop for the seventh attention, it was necessary to nail the tap soles. The upper stock is of the finest number one box calf. The size of the shoe is eight. In the Doctor's Special there is a sheet of rubber next to the insole, which keeps the feet of the wearer dry at all seasons.

Record Orders Coming In From Retail Shoe Trade

The New Models in Fall Footwear are Taking Admirably—The Demand for Tans Keeps Up—Extreme High Cuts are Popular with Smart Female Dressers—There is no Requisition for Extreme Effects

From one end of the Dominion to the other come gratifying reports of the large orders received for fall and winter shoes in all lines. Business appears to be opening up remarkably well, and retailers are buying freely in anticipation of a brisk fall trade. Travelers report that button shoes are having a large call, and that tans will be worn a great deal for fall. A number of bals are being presented and are also receiving some measure of appreciation.

In the matter of toes, the high toe seems to be the favorite in all the smaller centres, and dealers are doubtful about taking up the receding or drop toe except in the larger cities. However, there is a pronounced tendency on the part of good buyers to accept a number of shoes on the English last, with wide heels and broad shank. Men's button boots are growing in favor and gun metal appears to be holding its own, along with tan calf. While a number of patents are selling, still the demand is not nearly so active as two or three years ago, but knowing ones declare that before another season elapses, there will be a sharp reversal in the matter of leathers, and that the shiny goods will again come into their own.

Of course, some complaints have been heard in the matter of higher prices in women's, men's and children's shoes. There is, however, not very much kicking now as retailers are accepting the inevitable. Practically all manufacturers have raised their prices, and when there is a general movement in this direction, the result is viewed with more equanimity than it otherwise would be.

Freak shoes have by no means found favor and those which evidence clean workmanship, smooth shoemaking, quiet conservative effects, neat trims and artistic lines are in much more general requisition than anything that savors of the outlandish or the eccentric. Many high goods have been ordered, particularly in melton, whipcord, and other cloths, with legs from 9 to 14 inches in height. These walking shoes are rather high in price, retailing from \$8 to \$12, but they will be worn by the best dressers in Montreal, Toronto, Winnipeg and other cities for outing purposes. Their popularity this fall may become quite phenomenal.

Among pumps and colonials there are some novelties being shown. One is a matt calf colonial with the tongue and vamp in one piece, giving a buckle effect. Another neat offering is a moire silk pump with a silk pom pon. A patent colonial with beaded vamp and tongue is attracting attention. These have Cuban-Spanish wooden heels. In bals there is shown a gun metal walking shoe for women with a typical New York toe receding slightly, with 15-8 heel. Heavy, tan calf storm boots with viscolized soles all with one and two buckle straps are seen among many samples. The high toe is still the most popular for ladies running to a modified round toe. Nubuck offerings, high and low, along with metal button with fabric tops are liberally represented in many lines.

Reports coming in from the West indicate that the shoe business was never better than at the present time and travelers are sending in record orders to their houses, which augurs well for a busy season in the factories, and an active fall run.

New Shapes for the Young

The Weston Shoe Co., of Campbellford, Ontario, have a fine new range of fall and winter lines in infants', children's, misses', women's, and little gents'. They are presenting a splendid showing of infants' on a nature last, which is taking well with the trade. It is wide and comfortable for little feet and is seen principally in buttons and bluchers in patent calf and kid leathers. On the new Saska last a number of jockey shoes for misses are being shown with patent collar and tassel. The toe is a medium high one and wide at the ball of the foot. Gunmetal, box calf, and storm calf buttons are seen in this range. The showing for fall also embraces a large number of buttons of quiet pattern and attractive build. Patents are running rather strong and the firm are of the opinion

that there will soon be a growing demand for shiny leathers. Tans are also well represented. Shoes from five to two in little gents' and youths' are presented on mannish lasts. A number of slip and full double soles are seen for winter wear. The display is a good one and evidences smooth, artistic shoemaking, up-to-date patterns and sensible ideals.

Many Buttons for Men

The Hartt Boot and Shoe Co., of Fredericton, N.B., report that fully thirty to forty per cent. of the orders taken for men's shoes during the past few weeks are for button boots. There is a strong, steady demand for tans, and the toes shown are the high, the modified, and the receding toe. A nice shoe is a nine button gun metal on the Dinkey last with parallel buttonholes. There are a number of bals displayed on the same last. Two very attractive new lasts with the firm are the Patsy and the Duke. The latter has a drop toe, long, low, flat heel, wide shank, and natural tread. The former has a higher heel and carries a modified round, high toe for young men. Most of the button boots possess from seven to nine buttons and in all the drop toe showings, edges are very closely trimmed. A gun metal button with grey whip cord top and leather front seam is a choice offering. It is on a New York receding toe. Other specialties are in heavy waterproof calf, tan and black, leather lined, with viscolized soles. High cuts for miners, prospectors and engineers in tan and black storm calf etc., all with bellows tongue and waterproof soles, and legs from nine to fifteen inches in height, are strongly represented.

A Comprehensive Range

The spring and fall samples of J. & T. Bell, of Montreal, embrace progressive and advanced styles in shoe making. The firm has added two new men's lasts during the present season, the Strand, which has a receding toe, low flat heel and wide tread. It comes in bals, bluchers and buttons, in tan, gunmetal and patent leathers. The Durbar has a modified high toe, carrying a 10-8 heel and slip sole. A number of the offerings have blind eyelets and possess the new octagon hooks which are a novelty. There are no freaky creations, but the showing in tans and buttons is strong. A dark storm calf with viscolized sole and new perforations forms a strong feature of the line. Dr. Reed's cushion soles in dongola and calf are widely represented. A number of men's button shoes have serge tops. A seamless bal of black storm calf with crimped front and double viscolized sole is an interesting offering. A curling boot in velours calf, or kid, with dolge felt insole, felt lined, with Hercules slip sole, felt outsole and rubber heel, is a winner. A college boy's button shoe cut just above the ankle with four to six buttons, is a novelty. In women's lines the Toy, Rosary and Bungalow lasts are popular. One interesting range is the aviation boot, with melton upper, high cut, either button or blucher, rubber sole and heel, gun metal facing and fleece lined. This is a particularly popular boot for fall motoring or winter wear and a pair was recently acquired by the Princess Patricia, through a leading Ottawa shoeman. The shoe was made on a special last. It carries a fairly high toe and Cuban heel and has a fourteen inch leg. The Ottawa retailer received \$20. for a pair, which is possibly the record price for a woman's shoe in Canada. Skating boots in winter willow calf, black and tan, as worn by the Ottawa skating club are also shown. Among other artistic creations are the Princess Patricia slipper with beaded vamp and tongue and Cuban-Spanish heel. These come in satin, suede, patent and kid. Another smart showing is a gunmetal button on the Toy last with Scotch tweed top. A decidedly new last is the Puritan. It is a nice medium opera last and comes in blucher, balmoral and button with cushion insole. Dr. Reed's shoes for women are again seen in a represen-

tative range and possess smart, new top bands, stamped with catchy design, similar to that which is seen on the sole and on the face of the cartons.

Some High Cuts For Women

The Regina Shoe Co., of Montreal, are showing a representative line in high cuts for women with fourteen inch leg, which are commanding attention. The firm are making both welts and McKays, and report that tan and gun metal buttons and bluchers are their best sellers. There is also a fair demand for patents. Button shoes and pumps in nubuck and corded white canvas are displayed. In misses' and children's the showing is a good one, and the high toe is largely in evidence. Some buttons with moire silk, whip cord, and satin tops are observed. Some splendid heavy lines are shown for fall and the selection is one of the most representative ever turned out by the firm.

Get Down to Details

Know all about your own shoe business. A thorough knowledge of it is absolutely necessary if you are to cope with your competitors who have that knowledge. In this day of great industries complete intimacy with the smallest details could not be secured in the old way of knowing simply through doing. There are too many details. The business man of to-day must have facilities by which knowledge of them will come to him automatically. Well-directed effort means more than mere industry and hard work. It means that the worker must know how and when to apply his labor so as to attain the best and most satisfactory results. The success of any business depends largely upon its organization. Its organization rests entirely upon the systematic carrying out of its fixed rules.

Two Handsome Easter Windows

Two handsome and very original windows were those represented in the Blachford Shoe Store, Yonge Street, Toronto. In the women's window the bottom was of buff satin, while against the wall was a mantle covered with white and surmounted by maiden-hair ferns and air plant. Over the mantle were roses and green leaves. At either end was a white pillar, on which rested green baskets filled with Easter lilies. In the centre was a mauve colored pedestal and on this were a pair of gold slippers and a basket vase filled with flowers. The footwear embraced the latest in colonials, oxfords, patents, buttons, both high and low, with stockings to match the various lines. There was a varied assortment of rosettes, buckles and white trimmings revealed.

In the men's window, the design was of a cathedral character, the background being of panel oak and the upper part of grey stone effect. On each side were stained glass Gothic windows, lighted at night by electric light. The frames were covered with cardboard and the colored glass effect was obtained by the use of transparent paint. There were two Gothic church seats shown. On the highest seat was displayed a line of natural shaped shoes for all the members of the family, including father, mother and children. Beneath was a neatly written card—"Mr. B. Comfortable and family." On the lower pew was a line of patent leather footwear, appropriate for every member of the household. This clannish gathering was designated as—"Mr. B. Dressy and family." At the back of the pews on a pedestal, was an Easter lily in a brass jardiniere. There was also a mural festoon of Easter lilies. The flooring was of white sateen. The showing of footwear represented men's black and tan, both oxfords and high cuts in button, blucher, and balmoral styles. Mr. J. J. Holtze trimmed the women's window, while the dressing of the men's was attended to by Mr. J. C. Trimble.



The artistic Easter display of a Toronto shoe house.

NEWSPAPER CUTS FOR RETAILERS

These cuts are of the latest styles and can be had for 50c. each.

Order by number.



245



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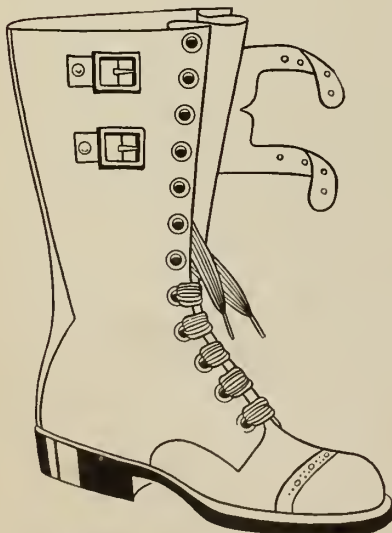
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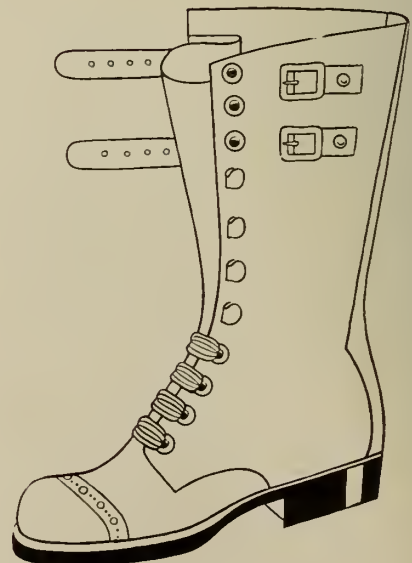
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SEND YOUR ORDER IN NOW SO THERE WILL BE NO DELAY



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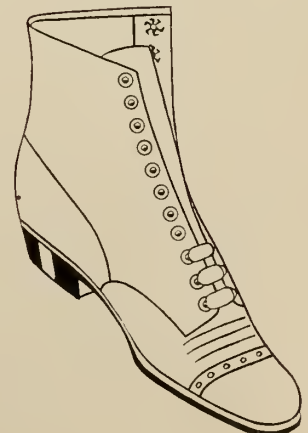
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General Advance In Shoe Prices

(Continued from page 40)

has purchased for fall. He has found that the quality in the medium class has deteriorated somewhat where there has been no advance in price. He purposes raising the figure on several goods at once, to cover increased cost and store expenses, which he thinks should be computed at 10 p.c. He has not raised prices as yet. Mr. Downey reports that he has not tried odd prices, and that his regular store prices are even, such as \$2, \$2.25, \$2.50, \$3, \$3.50, \$4, etc., except when he puts goods on sale tables, when he asks \$1.48, \$1.88, etc. He does not see why odd prices are not practicable, but he thinks it quite as easy in most cases to sell for \$2.75 as \$2.70, \$3.25 as \$3.15, \$3.75 as \$3.65. A merchant needs this to meet the advance in cost for help, rent, advertising, etc. Mr. Downey concludes: "Shoe men generally are selling rubbers and shoes on too small a margin. They should have at least 30 p.c. on selling, or 40 p.c. to 45 p.c. on the cost prices. It is the fear of our neighbors under-selling us that keeps prices so low. Your paper is doing good work; keep at it to get at least 40 p.c. profit on cost price, and urge merchants not to sacrifice rubber prices below other merchandise in percentage of profit."

Do They Want Looks Only?

Milton Cumming, of Preston, says he has not found that he has to pay more for shoes yet, but he expects he will have to before his fall purchases are concluded. He does not think the quality in some lines is quite as good as a year ago. If prices go up wholesale he will certainly raise retail prices. Mr. Cumming has never tried selling at odd prices. He says he would not like this plan, as, if you mark a shoe at \$3.15, he believes the people would ask you to throw off the 15c., and a merchant could not stick for 15c. If he did throw off 15c., buyers would soon expect him to throw off more. If a shoe goes up as high as 15c. more wholesale, he thinks a dealer is justified in advancing the retail figure 50c. per pair. The general public want classy shoes at the lowest price. "By this I mean if you build two pair of shoes on the same last and tell them one pair is dearer, but would last twice as long as the other pair, the majority of people, so far as my experience goes, will take the cheaper pair nine times out of ten."

Create an Arguing Point

W. J. Honeyford, Collingwood, reports that velours calf, tan calf, and heavy grain have advanced, and that the average increase in price per pair is from 5 to 20c. He has advanced the selling figure of certain shoes 50c., but in other lines they remain the same. People have no objection to paying the higher rates. Mr. Honeyford says that he has tried selling shoes at odd prices, but he does not think that the scheme is practicable, for the simple reason that odd prices create an arguing point and a possible bait for the customer, who will ask that ten or fifteen cents be taken off. Where the price is \$3.35, the buyer will want it reduced to \$3.25. "I consider," he continues, "that where a shoe goes up as much as 15c. in price, a retailer is justified in advancing his quotation by 50c. Many a merchant is selling at as close a price as he can afford to, and in several cases shoes are marked at selling prices below what they should be. The price of many lines of shoes will have to advance 50c. per pair and even higher. Much better that they should do this than that the wearing qualities should be taken out of the product."

Other Dealers' Experiences

J. T. Allen, of Mount Forest, says that he finds that the price of all grades of shoes is higher than a year ago, and he is paying from 15 to 25c. more per pair. In some instances he has found, where there has been no advance, that the quality has deteriorated. Customers do not object to paying a higher figure. He has tried odd prices, but finds that the further you

keep away from them the better, as, for instance, \$3.65 would be wanted in most cases for \$3.50, \$3.15 for \$3, etc."

E. C. Scarrow, of Owen Sound, reports that he is paying from fifteen cents to twenty-five cents more per pair for shoes than he did a year ago. He has found where there has been no advance the quality of boots is not so good. He has raised the quotations on many lines, in some instances twenty-five cents per pair. He does not find that patrons object to the raise where the quality and style are kept up. He says that he has tried selling goods at odd prices and that he finds the method has worked very well.

A Roast for Some Manufacturers

H. L. Harrison, of Fergus, thinks that selling at odd prices is quite practicable, and he has tried it. Where a shoe goes up from 5c. to 15c. he does not believe the selling price should be raised all at once to 50c. in order to dispose of it at even figures. If raised, the same amount as he has to pay the manufacturer should be quite sufficient. Mr. Harrison reports that he is paying from 10c. to 20c. more per pair for nearly all lines than a year ago and concludes: "The main observation we have to make at present is that manufacturers are more to blame for the dilatory way in which they get their orders out than for the extra charge of a few cents a pair. Some lines of my spring ordered goods are not here yet, nor have we even received the invoices. This is the 25th day of April, and it is certainly time that some manufacturers wakened up. We do not find that people object in many instances to paying the higher price for shoes, if the quality is in the article."

Too Many Fake Sales

Charles W. Cowper, Dundas, Ont., says he has found that on the best grades of shoes prices have gone up from 10c. to 15c. per pair. He intends raising prices if the advances continue. "I do not think," he adds, "that one could successfully adopt the practice of selling at odd figures in a small town, for you have so many friends, and they naturally say: 'Oh, make it even money and I will take the shoes.' It would be very difficult to refuse them. I think an advance of 50c. would be too much to jump prices at the present time, but consider that 25c. would be sufficient. In conclusion, I may say that there are too many fake sales conducted by city merchants. These transactions are not genuine and mislead the public."

Walter G. Willis, of Seaforth, Ont., says he has not seen any fall samples yet and has not raised his prices. His objections to retailing shoes at odd figures are that customers would think a \$2.70 shoe was really a \$2.50 one, a \$3.15 shoe a \$3.00 one, and so on. "If a merchant has to pay 15c. more per pair for shoes I think he is justified, on a high grade product, in raising his retail price 50c. In a cheaper shoe, a quarter would be sufficient."

Pins Faith on Odd Prices

J. W. Deegan, of North Bay, finds that from 2c. to 5c. more on the cheaper lines, and from 10c. to 13c. more on the better lines are what he has to pay for the goods on this year's purchases. Where prices have not been advanced, he believes the quality has deteriorated. He has protected himself by raising his retail prices from 10c. to 25c. per pair, and does not find that customers raise any shout against higher quotations. He says they are always willing to pay a little more if the goods are better. "I have for years," he writes, "found odd prices a success. I regard them as practical, and do not consider that the ordinary objections raised hold good. The price of goods, the cost of living, and help, etc., have so far advanced that the old margin of profit does not pay, and, if a shoe goes up 15c., I think the retail price might well be raised by 50c., if the goods will stand it."

Several other views on the matter of advancing retail prices so that the shoe dealer may be protected will be published in the next issue.

Decided Advances in Shoe Store Conveniences

Prominent Toronto Retailer Leads the Way in Show Windows, Display Trays, Shelving, Children's Department, Office Equipment, Stock Handling and Findings Branch—Methods That Are Practical, Expeditious and Progressive

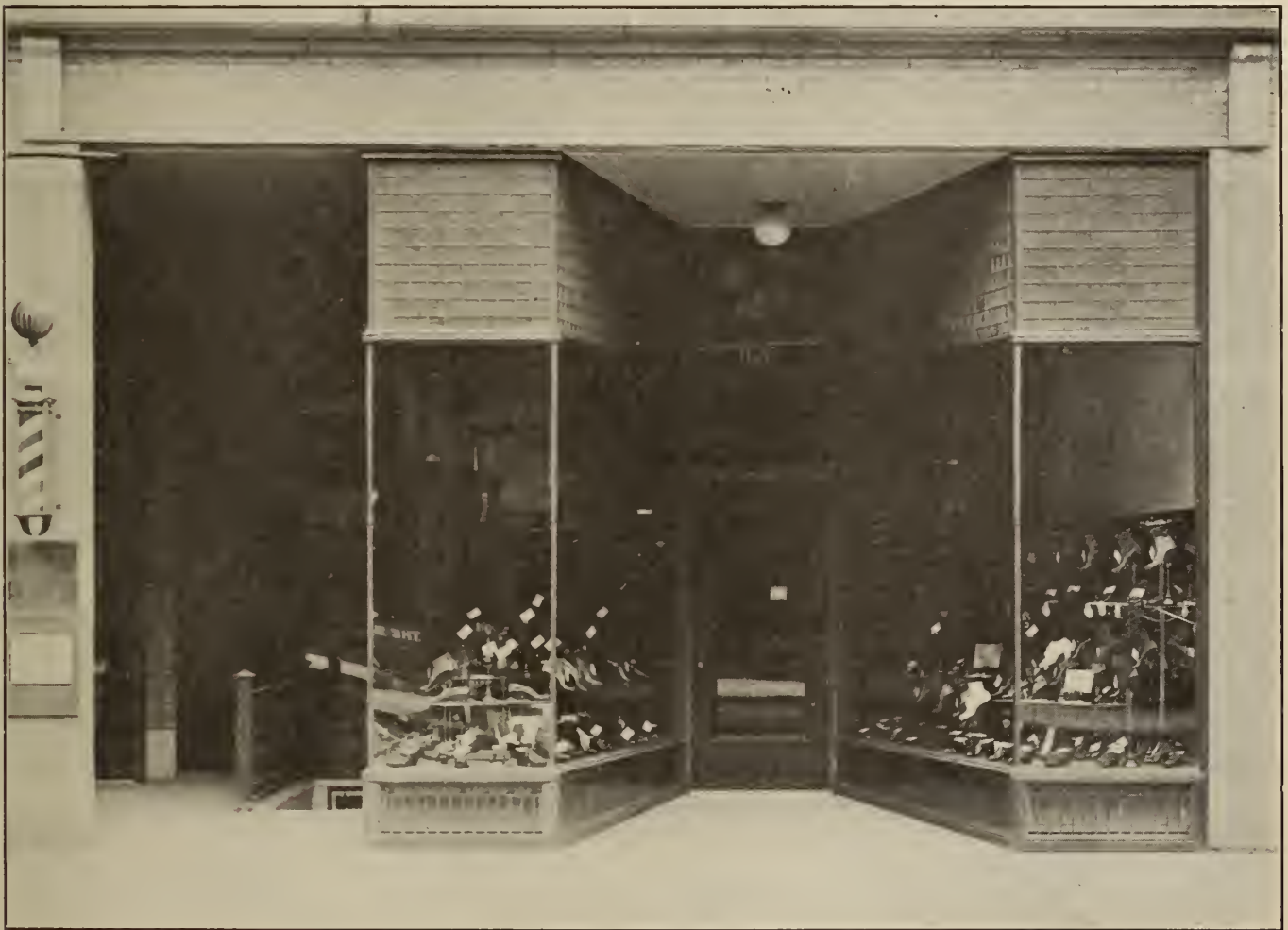
In the embodiment of new ideas, handy devices, convenient methods of stock keeping and practical arrangement of goods, both for display purposes and quick sales, Mr. Alex. Chisholm, shoe retailer, 1685-87 Dundas Street, Toronto, has an establishment that is worth traveling many miles to see. The layout and adjustment of his new shoe house is original and unique to a degree. He spent many months studying plans and specifications, carefully weighed and estimated them all, and, now that his work is completed, he has the satisfaction of reviewing it with commendable pride.

Last month he moved into his palatial business home, and

poses. Mr. Chisholm instructed his architect on all the fine points brought out in the structure.

Unique Features in Show Windows

On the left of the men's window marble stairs lead down to a basement barber shop, which is liberally patronized. In descending the men pass alongside seventeen feet of plate glass, the full depth of the men's window, where all the latest styles of masculine footwear are admirably presented. There is plate glass on all sides of both windows, which are oblong in shape with an angle about twelve feet from the front. The



The splendid show windows of Mr. Chisholm's shoe store in West Toronto.

the structure, erected at a cost of \$20,000, is a credit to West Toronto, and the mercantile quarters in that progressive portion of the city. A little over a year ago he acquired the site and early last summer began building operations. The edifice is an imposing, two-storey brick one that arrests the attention of every passer-by.

Mr. Chisholm began business in December, 1898, a few doors west of his present stand, after being some eight years in the former wholesale house of Harvey, VanNorman & Co., Toronto. He has met with a large measure of well-deserved success. His show windows are marvels in ingenuity and conception. He planned the building from a revenue basis as well as for effective retailing, the upstairs portion being leased for office pur-

entrance is long and receding, affording a full view of the footwear on display. The glass itself is held by statuary bronze copper, which forms the base and the supporting pillars. Luxfer prisms are set in the doorway and on the outside is the name "Chisholm" in tile letters. The flooring of the generous-sized windows is of bird's eye maple paneled with mahogany. The windows project five feet inside the door and entrance to them is gained by hinged panes. One can walk in the windows to trim them as easily as one can enter the store. They are lighted artificially by 100 watt lamps with X-ray reflectors. Surmounting the plate front is prismatic glass set in small squares of copper. Each window is about three and a half feet wide at the front, extends twelve feet to the door and five feet inside the

store, making them veritable show cases. The idea of an endless number of mirrors has been discarded. There is only one mirror, which is on the women's side. It stands five feet high and is fitted with keyhole strips, supporting nickle brackets, on which rests a glass shelf. This may be raised or lowered to any desired height. On this shelf various novelties and dainty shoes are shown. The inviting and striking exterior was put in



A glimpse of the reception entrance and findings department

by the Kawneer Manufacturing Co., of Niles, Mich., specialists in commercial fronts.

There are small airholes at the base of the windows and at the top, which allow freedom of ventilation and obviate frosted or murky glass by a perfect system of circulation. There is no wood employed at all in the exterior of the store except the door.

An Impressive Interior

The interior is equally attractive and delightful. The floor is of oak as well as all the fittings and furnishings. The store is 100 feet deep and 20 feet wide, with ceilings about 14 feet high. Once inside there is what might be well termed a reception front, for a distance of eighteen feet. Here are two semi-partitions of oak, about four feet high, with a square pedestal at either end. In front are silent salesmen show cases, each six feet long and fitted with Laurentian marble base, a few inches above the floor, so that persons can stand close and not injure the base. In one of these show cases are displayed findings of all kinds, and in the other a complete range of silk, cashmere and mercerized hosiery. At the back are glass wall show cases for the various lines carried. This department is in charge of an experienced young lady, who devotes her entire attention to its arrangement and display. Mr. Chisholm has long believed that there is a good profit and trade-drawing possibilities in properly handling, showing and specializing findings, and he has made them a feature of his business. This department is practically separated from the shoe stock, and, if the store is crowded there is ample room at the forepart for friends to chat, for a mother to leave her baby carriage, or to take in the impressive interior

of the establishment. It is as pleasing and picturesque as any grand entrance hall in a richly furnished private dwelling, and makes the visitor feel that he or she is right at home.

The store is heated throughout by means of steam, and lighted artificially by several Tungsten electric lamps, of 50 watts each, enclosed in frosted globes. At night the shop presents a brilliant appearance. Ventilated by openings at the floor and registers along the walls near the ceiling, there is assured fresh pure air at all times in the store.

Single Shelves and Uniform Labels

The shelving is of the single carton style, there being seven cartons on each shelf in the women's section, which is on the right, and six on the men's. The shelving is eight feet high, but the topmost carton can easily be reached when standing on the floor. There is no ledge which the proprietor considers totally unnecessary, as it serves as a resting place for shoes, paper and litter of all kinds. No cartons are removed when displaying goods, thus order, neatness and method are at all times noticeable. Uniform labels of a quiet scroll design are used, which bear the words "Chisholm's Footwear." The effect is decidedly artistic and harmonious. For the accommodation of patrons there are solid oak chairs, leather-seated, placed in lots of five each. There is plenty of space between the chairs on the men's side and on the women's, and also between the rows and the walls. In front are long strips of Brussels' stair carpet, which allows persons, who may be trying on shoes, to take a short walk in order to ascertain if the footwear is comfortable. This is a new idea, as a shoe may feel all right when a customer stands in it, but whether it possesses easy fitting qualities when walking is sometimes another tale. The visitor may pace up and down on the stretch of carpet without soiling the soles of the shoes, and thus be perfectly satisfied that his or her pedal requirements are suitably met before departing.

Fascinating Place for the Young

At the rear is the children's department. This is separated from the main body of the store by means of tall glass show cases against each wall and a neat oak arch of Colonial design. The show cases, which are Mr. Chisholm's own idea, are three feet wide by two feet deep and are fitted with movable glass shelves, in which are displayed infants', children's, misses' and youths' footwear to excellent advantage. The mural shelving runs back to within three feet of the rear wall. At the back of the premises is a large glass show case, nine feet long by six



The barber shop that brings men's shoe trade to the store

feet high, which contains the daintiest of juvenile footwear and hosiery, and is radiantly illuminated at night.

Elevated about seven feet and reached by a stairway is a gallery, which affords the proprietor office quarters. Here are also located the desk of the cashier and wrapping table. In front of this balcony is an ornate oak railing about one foot high. From his desk Mr. Chisholm can view all operations in the store and keep an eye over every department. He can also transact business in private. There are four air-line basket carriers and two cash carriers to the desk of the young lady who

attends to the duties of cashier and parcel wrapping. In front of her, by means of filing hooks, on which are placed the duplicate sales slips, a record is kept of the various classes of shoes sold. No wrapping or making of change is done on the floor of the store, and much time is saved thereby, as salesmen can wait upon many more customers in the event of a rush. Mr. Chisholm considers that the basket carrier, parcelling and cashier system, which he has instituted, is far superior in a shop of his dimensions to any other plan that could be devised. The cashier keeps all parcels that are to be called for, repair work, etc.

The windows at the back of the store are of prism glass and strongly barred. The reserve stockroom is downstairs. This part of the building is also well lighted and easily reached. All the goods are taken in at the back, and, by opening a trap door, cases are slid down an inclined plane to the floor, which makes handling convenient and expeditious.

Mr. Chisholm himself is in charge of the men's goods; his brother, Morley S. Chisholm, the women's and the reserve stock room, while P. Williams has supervision of the children's branch

Detachable Trays for Special Sales

Among the interior conveniences for special displays are wooden trays, which have projected sides and can be fitted along the wall fixtures by the removal of one carton in each section. These oak trays can be attached to all the shelving in a few minutes, and at Christmas and other holiday periods, lines may be shown in the open to marked advantage. Probably no other shoe store in America has such ready and practical methods of displaying goods for special occasions. The trays are about two and a half feet long and two feet wide and about three inches deep. Another feature is that, at the back of the railings which demarcate the reception front and the store proper, are two folding tables, which can be used by travelers for exhibiting samples, for holding parcels when needed, and in an emergency

for wrapping purposes. They work on the same principle as a folding secretaire. There is also a latticed stool just inside the railing, upon which travelers place their grips, instead of depositing them on the floor or the chairs.

Identifying All Lines by Numbers

Another unique thing is that all goods in the cartons are kept track of and designated by numbers. The French system of marking is used to indicate sizes and widths, another bunch of numerals for the selling price, and still another for stock purposes. Each shoe, as it comes in, is given a stock number. The first left hand figure stands for men's, women's, children's, etc., the next represents the kind of leather, and the last two figures up to fifty denote high cuts, and all over fifty low cuts.

In first left hand figure, 1 is for men, 2 for women, 3 for boys or youths, 4 for girls or misses, and 5 for infants. The second figure, as stated, stands for the kind of leather, 1 being patent; 2, dongola; 3, gunmetal; 4, box calf; 5, tan; 6, suede; and 7, canvas. The next two figures up to 50 represent high cuts, and over 50 low cuts. In the first fifty denoting high cuts the even numbers are lace and the odd ones button. In the numerals over 50, representing low cuts, the even numbers indicate oxfords and the odd numbers pumps or Colonials.

Thus 1342 would be a man's gunmetal lace boot; 2139 would be a woman's patent button boot; 4568 would be a girl's or misses' tan oxford, and 5233 would be an infant's dongola button, etc. The plan is easily followed and is both simple and practical for the ready recognition of all lines in the store.

Mr. Chisholm intends to further develop this handy numeral system and will make the figures do duty for obsolete lines, and also cover different makes—that is, whether they are Goodyear welts, McKay sewn, fair stitch, turns, etc. The possibilities of the numbering method are great. It is really a kind of "business shorthand."



A view of the impressive interior showing the children's department at the rear.

Recent Activities in the Shoe and Leather World

What Is Going On in Different Centres of Interest—Personal Notes and News That Will Be Found Instructive and Timely—Interesting Items of the Trade in Short, Readable Shape

The stock of Joseph Beaudoin, shoe dealer, of Montreal, has been disposed of.

G. J. Plante, shoe retailer, of Montreal, has made an assignment.

The shoe stock of Z. Morse, Montreal, has been sold.

E. T. Jacobi, Toronto, has returned from spending a few days at Atlantic City.

W. G. Robinson has succeeded R. L. Rix, dealer in boots and shoes, Edmonton.

J. Bone has opened a shoe repairing shop in Lumsden, Sask.

F. C. Heineman, shoe dealer, of Winnipeg, passed away recently.

Dr. W. M. Scholl, of the Scholl Mfg. Co., Chicago, is in Toronto this week.

Frank Richard, dealer in hardware and shoes, Montreal, has made an assignment.

The Victor Shoe Repairing Co. has been registered in Montreal.

Isadore Brand, shoe dealer, Winnipeg, is discontinuing business.

L. Paradis, shoemaker, of Letellier, Man., has gone out of business.

John Stevenson, shoe dealer, has moved into a new stand in Cayuga, Ont.

J. C. North, shoe retailer, of Pictou, Ont., was calling upon the trade in Toronto last week.

Russell & Morrison, Newcastle, N.B., are adding a boot and shoe department to their present men's wear store.

Harry Thompson, sales manager of the Slater Shoe Company, was in St. John and Halifax during the latter part of April.

A new retail store will be opened shortly at 50 Yonge Street, Toronto, which will be known as the Invictus Shoe Store.

D. Lorne McGibbon, of Montreal, has returned from spending a few days at Hot Springs, Va.

James Donavon and William S. Gremley have opened a boot and shoe repair shop in Newcastle, N. B.

The Avenue Shoe Co., of Winnipeg, of which George C. Locke is the leading spirit, has been incorporated.

The shoe stock of P. A. Drolet & Co., Thetford Mines, Que., was sold by auction on April 24.

McLeod Bros., shoe dealers, of Glace Bay, C.B., recently assigned to I. Greenwell.

Ricc Bros., shoe retailers, of Brandon, recently made an assignment to E. H. Newton.

Henderson Bros., dealers in clothing, shoes, etc., Fort William, were burned out recently.

Miss Stoughton, who has been in R. W. Eady's shoe store, Renfrew, has gone to Indian Head, Sask., to reside.

Robert Thompson intends going into the boot and shoe business in Wallaceburg, Ont.

F. W. Ingram will shortly open up a new boot and shoe store at 788 Gerrard Street East, Toronto, where he will carry a representative stock.

W. G. Damer, Western representative of F. J. Weston and Sons, Toronto, left a few days ago for the West. He will jour-

ney as far as Victoria, B.C., with fall and winter samples.

Jas. Fairbairn, who was a pioneer saddle and harness maker, of Portage la Prairie, Man., died recently, aged 67 years. He was born in Brockville, Ont.

C. T. Farrell, shoe dealer, of Grimsby, has formed a partnership with W. W. Kidd, in that town, and will conduct a real estate and insurance business.

The Toronto Shoe Co., of which J. J. Connor was manager, has given up business in Niagara Falls, Ont. The company recently suffered a heavy loss by fire.

H. B. Hammond, formerly of the H. B. Hammond Shoe Co., of Victoria, B.C., has gone on a trip to England. On his return he will again go into business.

J. H. Gillespie, shoe dealer, of Springhill, N.S., is opening a fine new footwear establishment in Amherst, N.B. Mr. Gillespie has been in the shoe business for years.

The St. Leger Shoe Co., 542 Queen Street West, Toronto, are remodelling their headquarters store and installing a handsome new front, which greatly improves the appearance of the premises.

W. F. Cassidy, shoe merchant, Chatham, N.B., has just been elected Mayor of Chatham for 1912-13. This is the culmination of four years' useful service in the council there.

McCrudden & Thompson, Slater Shoe Store, Montreal, are moving from St. James Street to 113 Notre Dame Street West. The new store will be completely renovated. A new front is being put in.

Frank Halbert, who recently purchased the boot and shoe store of H. S. Fenton, of Shelburne, Ont., is doing some attractive advertising as the only "exclusive boot and shoe store in the town."

Renworth & Jefferson are opening a retail shoe store in Prince Rupert. Mr. Renworth has traveled for the Ames-Holden Co. for many years, and Mr. Jefferson is connected with the Wallace Fisheries. Both are well known in Prince Rupert.

Among the retailers of Toronto, who may be seen taking an airing now and again in their motor cars are A. Wellwood, 1250 Bloor Street West, W. Powell, 1682 Dundas Street, and J. J. Davis, 454 Queen Street West.

J. W. Weir, who has been manager of the Roberts & Van Lane shoe store, Brantford, Ont., has gone to Paris to take charge of the same firm's branch store there. Before coming to Brantford he held most important positions in Owen Sound and Guelph.

The Carey Shoe Co., which conducts stores in Toronto, Chatham and Barrie, has secured the lease of new premises in the latter town and during the past few days have been engaged in removal. The new premises are attractive and in every way an improvement for business purposes.

A. Weseloh, of Berlin, recently bought the stock of Alexander and Co., at Listowel, which was partially destroyed by fire, and is carrying a full line of shoes in stock. He will continue his dry goods and clothing business in Berlin. He reports trade

at both the Berlin and Listowel stores as exceptionally good.

W. Elliott, of Hamilton, has bought the shoe business of A. E. Cudmore, at 320 Danforth Avenue, and took possession this week. Mr. Cudmore will devote his attention to real estate and building operations. He is erecting two attractive stores at the corner of Gerrard Street East and Ashdale Avenue, Toronto.

Messrs. Clifford, Porter and Maguire were among the victims of the Titanic disaster. All were widely known in manufacturing circles in Canada. George Clifford was president of the Belcher Last Co. in Lynn, and Mr. Porter, head of Porter & Co., also last makers there. Mr. Maguire was connected with the Dunbar Pattern Co., Brockton.

Several interior improvements have been made to the warehouse of D. D. Hawthorne & Co., Toronto. The office quarters have been greatly enlarged, taking in the former sample room. A new sample room, large and well lighted, has been opened on the ground floor, where the various lines are displayed to decided advantage. It is nicely furnished and decorated.

Brandon, Man., will have a big summer fair, and one of the chief features will be "Travelers' Day," when a gala industrial parade will be held. Among those who have consented to provide floats for the occasion are the Brandon Tannery, A. Carrothers Co. (hides), the Zink Shoe Co., Dowling & Creelman (wholesale shoes), the Adams Shoe Co., and Nash & Lott (retail shoes).

Mr. Corbett, of the firm of Roome, Corbett & Co., shoe retailers, who were burned out in London some months ago, has been spending a few weeks abroad. He had intended returning on the ill-fated Titanic with a friend, who was unable at the last moment to accompany him. This delay caused Mr. Corbett to change his plans and sail by another boat. He is now decidedly thankful for the fortunate circumstance which caused him to hurriedly change his arrangements.

Frank Power, representing the Rideau Shoe Co., Montreal; J. P. Buchanan, of the Smardon Shoe Co., Montreal; J. G. Settle, of the Hartt Boot and Shoe Co., Fredericton; C. E. Fice, of J. and T. Bell, Montreal; N. J. Bourdeau, of Jackson & Savage and the Regina Shoe Co., Montreal, and Mr. Moore, of Kirvan & Doig, Montreal, were among the travelers in Toronto during the past few days, with fall and winter samples.

Walter G. Willis, shoe dealer, of Seaford, has just completed extensive improvements in his show windows, which add greatly to the attractiveness of the store. The old woodwork has been removed, and replaced with a floor of inlaid oak squares finished in natural color. The top is Southern pine with natural finish, and the inner portion of Southern pine, with weathered oak finish. The upper part of the inside contains a number of small panes, and the lower part solid paneling.

The Abernethy Shoe Store, Kingston, Ont., still seems to have an attraction for burglars, as recently the building was entered and about eight pairs of boots

taken. When Mr. Abernethy opened the store one morning recently he found the back doors wide open. Just what time the robbery took place it is hard to say. The affair was reported to the police. This is the fourth time the store has been burglarized, the last being about a year ago, when Bertram Abernethy caught one of the burglars, who was dealt with in the police court.

At the annual meeting of the Toronto Branch of the Retail Merchants' Association, held a few days ago, a satisfactory report on the year's finances was presented and the following officers elected: President, J. C. Vancamp; first vice-president, W. G. Sheppard; second vice-president, W. G. Britnell; treasurer, S. C. Higgins; secretary, J. Impey; auditor, O. M. Moore; representative on the executive board, T. Bartram.

David J. Winder, a north side cobbler, in Chicago, found diamonds valued at \$5,000 in the toe of a shoe he was about to repair a few days ago. While looking for a ticket to identify the owner of the shoe, a maid rushed in, showing much excitement, and enquired for the shoes. They belonged to a wealthy woman in Sheridan Road. A one dollar bill was waved aside, with the comment, "I'll be satisfied with being honest."

Among the shoe travelers now touring the West and who were recently in Winnipeg, are: W. C. Myers, representing Rideau Shoe Co., Montreal; Wm. MacLean, George A. Slater, Limited, Montreal; James Ross, the John MacPherson Co., Hamilton; Fred P. Beemer, H. E. Guptill, Haverhill, Man.; E. J. Lashbrook, Getty & Scott, Galt; L. Goldbrook, J. & T. Bell, Montreal; W. H. Jardine, the W. B. Hamilton Shoe Co., Toronto; P. M. Goff, the "O.B." Shoe Co., Drummondville, Que.; Percy Fry, Smardon Shoe Co., Montreal; J. G. McDiarmid, the Cook-Fitzgerald Co., London; M. L. Savage, Tetrault Shoe Manufacturing Co., Montreal, and many others. They all report business as exceptionally good.

The Royal Shoe Co., which was organized in Toronto, is opening a second store at 772 Yonge Street, near Bloor. It will be in charge of J. L. Chisholm, a popular and thoroughly experienced shoeman. John T. Elmes, a member of the newly-organized company, of which C. F. Tugman is president, has been made manager of the head store at 88 Yonge Street. C. L. Owens is the general sales manager of the company. The new shop on upper Yonge Street is attractively fitted up and the furnishings are of golden oak. The chairs are of the Austrian design and have special arms. The uniform carton system is used throughout and the color is pale blue. Pale blue rugs cover the floor. The front is imposing, having double windows and long receding entrance to the premises. The windows are deep and well adapted for display purposes. The new boot shop is about 85 feet deep.

Protecting the Wholesaler

The Canadian Credit Men's Association, Limited, has been successful in another case in punishing fraud, viz., in the case of Olaf Wallin, of Menisino, Man. This man approached the wholesalers and obtained goods to a large amount on a statement that he submitted showing a considerable surplus in a business conducted by his brother, of which he was manager. After these goods had been supplied, the debtor (the brother), James Wallin, made an assignment for the benefit of his creditors. The debtor was examined under the As-

signments Act and admitted that the statement he had prepared and submitted was false. The matter was submitted to the Canadian Credit Men's Association, Limited, and at their instigation Olaf Wallin, who made the statement, was arrested. He elected to be tried by jury, who brought in a verdict of guilty, and Wallin was last week sentenced to three months' imprisonment, the judge remarking that it was necessary that the wholesalers and the general public should be protected against fraud.

Unclaimed Baggage Sale

The annual auction sale of unclaimed baggage in the possession of the Grand Trunk Railway, was held in Toronto last week. The allotment consisted of suit cases, grips, traveling bags, trunks and other articles. There was a large crowd in attendance at the sale, and the bidding was lively. Of course, one could see the exterior of the things, but regarding the contents it was a mere guess. Some bidders obtained decided bargains, while others



SNAKE SKIN

A popular cloth for topping patent leather shoes

secured old clothes, magazines or papers as "prizes." Suit cases were all the rage at the sale. Some of them were full and others were empty, but they were all sold at very satisfactory prices.

A Pointer for Some Firms

Trade journals are valuable aids to the retailer, says George L. Louis, in a recent article in *System*, and adds: "An intimacy with retailers cannot help but impress one with the fact that their respective trade journals have a marked influence on their buying and selling, and the little details that intervene from window draping to store arrangement and display of goods. For pure educative window matters of the do and don'ts of storekeeping, the trade papers have served a better purpose for the retailer than any other one element. Upon being asked whether or not they took trade journals, and what they thought of them, many of the retailers pointed to carefully kept volumes, to which they referred from time to time. One retailer had an indexed system of keeping clippings from journals, under the subject of Sales,

Window Dressing and other subjects. He also (and here is a noteworthy fact for skeptical advertisers) kept the advertising of manufacturers of the lines he carried, so that he could immediately get in touch with any of them should occasion require."

Managers Met, Conferred and Ate

A. L. Johnson, Western manager, Winnipeg; Chas. Bonnick, Toronto manager; W. M. Angus, St. John; E. A. Dagg, Calgary; F. M. Morgan, Edmonton, and A. B. Erskine, Vancouver, were guests of their company, Ames-Holden-McCready, Limited, in Montreal, April 8 to 13, when a sales convention was held, under the chairmanship of W. S. Louson, general sales manager. A very busy week was put in by everyone. On Friday, April 12, the party went to St. Hyacinth, to look over No. 3 factory, and a feature of the visit was the a la Sherry luncheon, served by Superintendent F. J. Boyden. "F. J." is always up to the mark, but he more than outdid himself in this luncheon, which was served on the premises. The boys are talking about it yet. Alex. Angus was along from the Montreal office, too. Messrs. Dagg and Morgan had not been East for a long time, and were welcomed as long lost brethren.

Care of the Feet

Careful attention to the feet means far more to our physical well-being than the large majority of people realize, says a woman writer. The mere fact of washing the feet daily and frequently changing the stockings may not seem to have much to do with the complexion, but some of the largest and most active pores of the body are on the feet, and when they are clogged what is to be expected but a muddy and pimply face?

The style of boot or shoe worn is often the cause of much spinal trouble and many headaches. A shoe that fits properly is snug at the heel—a great saving in darning—comfortable across the ball of the foot and has an instep that supports without being high enough to take one's weight off the ball of the foot.

Too short a shoe forces the heel and ankle out of place, besides cramping the toes. The height of the heel depends on the instep, but it should never be so small and high that the wearer does not step squarely on it. A great many "run-over" heels are due to this and the fact that the shoe is too short. Shoes last much longer and look better when two pairs are worn alternately and changed for slippers in the house. Getting shoes wet and letting them dry "any old way" is the ruination of the best footwear. They should be carefully wiped and filled with crushed tissue paper—or, better still, hot oats—and placed in the air to dry, then rubbed with a little sweet oil. Little toe rubbers that fold into waterproof cases are worth more than their weight in gold to the woman who suffers from chilblains or frequent colds.

New Method of Embossing

We just hear of an epoch-making improvement which has been made by German engineers, and which is destined to revolutionize the whole of the embossing trade. It appears that sheep, goat, and small calf skins, instead of being embossed in strips, as hitherto, are now worked over the whole surface without the skins being shifted or even touched by hand. Joins or seams of any kind are, therefore, completely avoided, and the result of the new method is a surprising one indeed. If manufacturers of leather goods and of

ortfolios will consider that such difficult grains as straight lines, squares or Russian grain may now be produced uniformly over the entire surface of the skin to the very claws, every square inch being used to its fullest advantage, they will not fail to recognize the tremendous advantage and progress this new method means for their respective trades. All natural grains, such as seal, goat, shagreen, etc., appear in all their beauty absolutely like natural skins. Although a similar method to the one described has been tried with an American-built machine, manufacturers will, however, find an advantage in so far as the new embossing machine can be obtained at a considerably low figure; further, the name of the makers, i.e., Moenus Machine Company, of Frankfort on M. is sufficient a guarantee for manufacturers to investigate the merits of this new method of embossing and graining skins. The machine has been put on the market under the name of "Clareta."

A Popular Sales Manager



One of the rising young business men of Montreal is Joseph Gravel, who has been appointed assistant manager and general sales agent of the Columbus Rubber Co. Mr. Gravel has a host of friends, who are pleased to

hear of his advancement. The company will erect two additional storeys to their present factory, which will give them an output of nearly 6,000 pairs daily. The new organization is a strong one, and will doubtless achieve a generous measure of success. Needless to say, the selling force will be capably directed by Mr. Gravel.

Abandonment of Frank, Alberta

In view of the action taken by the Government, calling for the abandonment of the village of Frank, Alberta, and the hardship that will be entailed upon all classes in that community, the chairman of the village council, W. J. McGowan, headed a deputation to wait upon the Premier of the Province of Alberta, with the object of obtaining some relief from the Government by way of compensation. Owing to the absence of Premier Sifton in Winnipeg, this deputation got no further than Calgary, but was instrumental at that point in interesting the Board of Trade, who passed a resolution calculated to add weight to the application for help from the Government. The Canadian Credit Men's Association, Limited, have likewise retained the services of Emery, Newell & Ford, of Edmonton, to represent them when the deputation arrives in Edmonton, and the officers of the association in Calgary are likewise lending their assistance on the matter, but have intimated the same was entirely in the hands of the Provincial Alberta Legislature. A meeting of the Winnipeg Board of Trade will be held in the near future, when the matter will be taken up by that body also.

The Problem of White Shoes

Speaking of the lure in the white shoe for women and asking whether Canadian ladies will succumb to the "cult," a writer in a Toronto paper offers some interesting observations. He has evidently been over in Detroit where as early as the middle of February, women were seen in large numbers wearing nubuck button boots.

The rage has continued and in all leading urban centres across the border, the white wave spreads. In Canada, while the usual number of "puritan products" will be seen, manufacturers do not anticipate that the mania will be as acutely developed as some enthusiasts would lead the public to suppose. "For the last few weeks," says the writer who poses as something of an authority, "the white boots and shoes have been in their heyday of popularity. The cool weather still prevailing brought several new and anomalous modes. Many ladies, when they put on their pure white boots, felt constrained to don white dresses also, and, as a result, summer costumes appeared even on frosty nights. Others, who could not endure the cold even for the sake of appearing as goddesses of the hopeful spring, wore the white boots, it is true, but retained their long winter coats of blue, and tan, and green. Another anomaly—and yet one which produced a striking and not unpleasant effect.

It seems to be an infallible dictum that whatever else is worn with the white footwear, white silk stockings must be one detail. To this there are no exceptions—either in warmth or in cold.

Another peculiar feature of the custom is that there are definite hours when, by common consent, the white boot is not worn. Practically none are to be seen until one o'clock in the afternoon. Black and tan are the prevailing colors until then. Gradually the whites begin to peek out, but even the afternoon is not their chief time. It is not until the evening that they really begin to flower forth in all their glory. From seven until midnight, the Grand Circus and Woodward Avenue, and the rest of the down-town sections look subtly gay with almost an European gaiety. The Parisian touch consists in the premature white shoe.

Who can be found to disparage the eagerness of Detroit's fair colony? Mere man looks on with approval, for he likes the spring, and if he can't see symptoms of it in budding leaves, he welcomes it in maiden's whims. A rather gallant credential, isn't it? Little girls and babies have been smitten with the desire and have joined in wearing the new costume, and, as they say in "The Arcadians," bow at the altar of fashion. Ten-year-olds walk jauntily along in the proud self-consciousness of the fashionable Miss, and, as for the infants, a census revealed that ten out of twelve just learning to walk wore white "booties."

An Aggressive Westerner



He is called "Tiny," owing to his miniature proportions. Others style him as the "boy," since he stands only 6 ft. 3, and weighs a trifle over 250 pounds, but to give him his full and proper title, he is Lancelot Farewell. He is a son of John James Farewell, the veteran shoe traveler of Toronto, who has been over forty-one years on the road. Mr. Farewell, Jr., first began his shoe career with a retailer on Queen Street West, Toronto. Another salesman at that time in the store was J. G. McDiarmid, who is now the Western Canada representative of the Cook-Fitzgerald Co., of London. After clerking a while, "Tiny" returned to school, and later joined the Clapp Shoe Co., on Yonge Street. He then went to Nelson, B.C., where he was employed for

two years in a large footwear establishment. Returning to Toronto, he took a position with the J. D. King Co., for whom his father traveled for many years. But "Tiny" believed that the West was the proper field for him, and he grasped the first opportunity that presented itself. Joining hands with Mr. McArthur (now of the W. A. Marsh Western, Limited) they ably upheld the Hartt Boot and Shoe Co., of Fredericton, in the central West, introducing this line to many who had never seen it before. Last season he took over the agency himself, and his aggressiveness with the goods of this company has created a favorable name for him as a signally successful shoe salesman. Mr. Farewell can curl, fowl or watch a baseball game with anyone. He is also interested in real estate, and has recently become possessor of a flock of land near Winnipeg, which he is dividing into city lots. If he can dispose of these as rapidly and methodically as he does shoes, he should make a nice haul.

An Enterprising Easterner



J. E. Dupre founded the Dominion Die Co., in Montreal in the spring of 1904, and in the fall of the same year started a box toe business. In 1908 the Montreal Box Toe Co., of St. Rose, was bought, being amalgamated with the business Mr. Dupre had inaugurated. The new firm was operated separately from the Dominion Die Company, under the name Montreal Box Toe Company, and has been making everything in box toes and heels from that time. The Dominion Die Co. has been making cut dies, leather, rubber, paper, cloth, etc. A. Baillargeon has been Mr. Dupre's partner in the box toe company since the purchase of the St. Rose enterprise. Just recently the two companies removed to a splendid new factory on Aird Avenue, Maisonneuve. The building is a four-storey one 115 x 45 feet, of mill construction, well lighted, and modern in every respect. One floor is devoted to the die business and one floor to box toe and heel interests, while the other two flats have been rented.

News Budget from Quebec

Retail Business is Rather Quiet— New Commission Firm—What the Factories are Doing

The Wm. A. Marsh Co., report business as very brisk, and are looking forward to a busy fall and winter run.

Eli Jobin Limited, and J. H. Larochelle & Picher Co., are taking stock before starting on their fall runs.

Achille Boucher, formerly shoe manufacturer of Quebec, passed away on the 25th inst. He was in the 67th year of his age.

Among recent visitors to this city were A. R. Clarke, of Toronto; A. Davis, of Davis Leather Co., Newmarket; E. J. Caron, of the British American Oil Co., Montreal.

The Provincial Elections which take place on May 15th, have rather unsettled retail business, particularly in the country and the weather has not been warm enough yet for any marked activity in spring shoe

selling. It is believed that the opening of navigation will have a good effect on trade.

Stewart Ritchie, Superintendent of the John Ritchie Co., Limited, was in Boston recently on a business trip, looking over new styles for next year. The Ritchie firm is working hard to finish its spring run.

Robert Smith, formerly with the Louis Gauthier Co., has been engaged as foreman for the John Ritchie Co. He has had 30 years' experience as a foreman and is well equipped to improve the finish on any shoes.

La Chance & Tanguay are making improvements in the fitting room department of their factory. They are removing all the old machines and putting in entirely new ones which will greatly increase the capacity.

A new firm has been formed, known as

Dupere & Garant. They will do business as commission merchants and dealers in shoe findings at No. 610 Rue St. Valier. They will undertake to represent various manufacturers whose interests are not looked after in and around Quebec, and will be glad to have visitors pay them a call. Mr. Dupere for the past two years has been selling agent for the Bonner Leather Co., Cotton Threads, Limited, and Dominion Supply Co., all of Montreal, H. B. Johnston Co., Toronto, E. A. Jones Co., Brockton, Mass., and the O. K. Shank Co., of Boston. Mr. Garant is a son of Mr. V. Garant, formerly of Goulet & Garant, and was for ten years buyer for this firm. For the last two years he has been foreman in the Louis Gauthier Co.'s factory. Many friends wish the new commission house every success.

pany \$25,000 for fifteen years was defeated by being 86 votes short of the required number for it. The vote stood 354 for and 141 against. Had the recent private bill been given the Lieutenant-Governor's signature, the by-law would have carried.

A despatch from Amherst, N.S., says: In the month of March the shipments of footwear from the Amherst Boot and Shoe Company amounted to \$100,124. If the present good business continues they say they will have a trade \$100,000 in excess of last year's shipments.

The Dunford Elk Shoe Co., of Stratford, has been incorporated with a capital of \$40,000, divided into 400 shares of \$100 each. The incorporators are: W. C. Dunford, Windsor; D. McC. Ferguson, Robert McEwen, Geo. G. McPherson, and John A. Davidson, Stratford.

Ames-Holden-McCreedy, Limited, of Montreal have awarded a contract for the erection of a five story building in St. John, N. B. It will be built at the corner of Duke and Canterbury streets and will contain the offices and warehouses for the Maritime branch. Work was started a few days ago.

A rumor that was afloat to the effect that Utz & Dunn Co., of Rochester, contemplated opening a shoe factory in Vancouver for the making of ladies', children's, and misses' shoes, is denied by the company, who say that they are at a loss to understand how such a report started. There is no foundation for it whatever.

Tetrault Shoe Mfg. Co., Montreal, are unfortunate in having been visited by fire again on April 21, when a considerable stock of uppers, vamps and box toes, damaged in the recent fire, and stored in the garret, took fire, spontaneous combustion causing the trouble. The fire was confined to the place of its origin, but water and smoke did considerable damage on lower floors. The factory was kept from working only for a day or two.

The McDermott Shoe Co., Montreal, are going to make turns, sizes 1 to 7 in width. They make some of the nicest stuff in their turn slippers, particularly a corn shade in satin that is very attractive. The staple shades, such as lavender, black, white, pink and blue are shown, while their fine range shows corded silk lines that are very attractive. The same company are showing some new patent shoes with snake skin topping, the latest idea in cloth tops.

Ed. R. Lewis, who was for many years connected with H. B. Johnston, in the leather business in Toronto, has assumed the agency for Pope & Co., cabbettas, Boston, as well as the Helburn Leather Co., another Boston house manufacturing sheep skins and fancy leathers. These firms are securing a practical man, with a good connection, in having Mr. Lewis to represent them, and all Mr. Lewis' friends wish him every success in his new undertaking.

A recent despatch says: Business at the St. Croix, N.B., shoe factory is practically at a standstill, and just what will become of the industry is not certain. During the time the factory was in operation it was worked at only a small proportion of its capacity. This made operations too expensive, owing to the size of the plant, which was sufficient for an output several times greater than the largest output during the conduct of affairs by the present management. The loss of this industry, should the factory close, would be felt considerably in this community.

Ignace Plamondon, late superintendent of the mechanical department of the Canadian Rubber Co., died at the residence of

News of Interest from Shoe Factories

Various Firms are Adding New Equipment—Some Changes in Positions—New Factory Begins in Stratford—Certain Plants are Working Overtime—Leather Continues to Advance—Higher Prices Necessary

Clarence F. Smith is back in Montreal again, after a sojourn in Atlantic City.

Ames-Holden-McCreedy report they are running in fine shape, turning out 9,000 to 10,000 pairs a day.

The Rowen-Ogg Co., of Guelph, have recently installed a full line of treeing machines.

A. O. Beardmore, of the Beardmore Co., Toronto, who has been spending several weeks abroad, returned home last week.

The capital stock of the A. P. Cimon Shoe Co., Limited, Montreal, has recently been increased to \$150,000.

L. H. Crowell has been appointed manager of Robert Taylor & Co.'s shoe factory, in Halifax.

A permit has been issued in Montreal for the erection of a new factory on Sherbrooke Ave. for the A. P. Cimon Shoe Mfg. Co. The cost will be about \$25,000.

E. E. Donovan, superintendent of the Cook-Fitzgerald Co., London, has returned from a business trip to Boston and other centres.

John Powell has rejoined the staff of the John McPherson Co., of Hamilton, Ont., and has been made foreman of the finishing room.

The by-law granting a free site and tax exemption to the Canada Saddlery, Harness & Wire Steel Goods Company was voted on in Walkerton, and carried by 419.

Sultana Manufacturing Co., Montreal, are now making shoe polishes in their new four storey, 62 x 107 ft. factory on Amherst St.

F. L. Patten, of Toronto, formerly representing the Argam Tannin Co., of New York, has joined the staff of the United Shoe Machinery Co., of Toronto.

W. J. Heaven, of the Anglo-Canadian Leather Co., Toronto, has returned from an extended trip through the Maritime Provinces.

Oscar Vogt, of the Great West Felt Co., Elmira, Ont., was in Toronto last week. The factory has been running night and day for several weeks in order to keep up with orders.

The price of leather is stiffening all the time. Sole leather has of late gone up a cent to two cents per pound. Upper stock has, in many instances, advanced from one to two cents per foot. Wax bits are also

up two and three cents. Prices were never firmer than they are at present.

A new factory for the W. H. McElwain Co. is to be built this summer at Claremont, N.H. It will be of brick, mill construction, 200 x 42, and five stories high, and will make 200 dozen welts per day.

The Western Shoe Co., of Berlin, have recently installed pulling-over and lasting machines and a full line of Goodyear outfit. The company report business as very active.

R. J. Younge, general sales manager for the Consolidated Rubber Company, has just returned from a rather extended tour of inspection of Western and Pacific Coast branches.

The Humberstone Shoe Co., of Humberstone, Ont., have acquired another building, which is being removed and attached to their factory. This will afford them much needed accommodation.

E. Weaver, late foreman of the bottoming department for the Solid Leather Shoe Co., of Preston, has gone West to take a position with the J. Leckie Co., in Vancouver.

The Shoe Machinery Investigating Board have been holding sittings in Quebec. The evidence of several manufacturers was heard. The commission will sit in Montreal again next week.

James A. Main, an employe of the Maple Leaf Rubber Co., Port Dalhousie, and his son, aged 18 years, ventured out in a flat-bottom boat on a fishing expedition and were drowned a few days ago.

The Asbestos and Rubber Goods Company, Limited, has been incorporated with a capital of \$40,000 and head office in Toronto. The company will manufacture and deal in all kinds of asbestos packings and rubber goods.

The Dunford Elk Shoe Co., which recently removed from Windsor to Stratford, now have their plant in operation. Considerable new equipment has been installed, and the operations of the concern will be greatly extended.

As many rumors have been afloat to the effect that the McNeely Co., of Philadelphia, were retiring from business, the company deny the statement that they propose doing so, and declare all reports to that effect were unwarranted.

A by-law to loan the Perth Shoe Com-

his daughter, Mrs. F. Lemire, 1177 Delorimier Avenue, Montreal, last week. Mr. Plamondon had been in poor health for the past five years or more, but his sudden demise was unexpected. He leaves behind a widow, three daughters and one son, Mr. K. Joseph Plamondon, who is a salesman for the Consolidated Rubber Co. Mr. Plamondon had been connected with the Canadian Rubber Co. for fifty years, having come originally from Samonville, New Hampshire, to Montreal.

Work has started on the new factory of the Berlin Trunk and Bag Co., Limited, of Berlin. The building will be three storeys high with basement, and in dimensions 140 x 65 feet, with power plant additions. It is expected that the structure will be completed by September 1st, when the manufacture of trunks will be commenced. The company are at present making traveling bags, suitcases and telescopes in temporary premises. I. Holman, who has been with the L. McBride Co., of Berlin, for seventeen years, will be the factory superintendent. The officers of the company, which is capitalized at \$100,000, are: President, A. L. Breithaupt; vice-president, Dr. A. F. Baumann; secretary, H. D. Huber.

The Quebec Chronicle, of a recent date, says: Quite a flurry of excitement has been created in Quebec by a story published in a Montreal paper to the effect that no less than nine shoe factories from Ontario and twenty-two from Quebec would transfer to the metropolis, Maisonneuve and adjacent parts. While nothing is known in regard to the intentions of the Ontario manufacturers, it can be positively stated that so far as the Quebec end of the story is concerned, it is purely and simply a canard. The removal of twenty-two shoe factories from Quebec would mean the en-

tire wiping out of the whole industry in this city, and this is so extravagant on the face of it that the whole thing looks like a dream. While there have been strong inducements held out to individual manufacturers to transfer their works to Montreal, these have not, so far as known, been accepted, but such a sweeping change as that presaged by the Montreal paper is beyond reason. "While we have our own troubles in Quebec," said a shoe manufacturer recently, "we are not so sure that we would be any better off in Montreal or vicinity, and that there is any concerted idea to remove en bloc from Quebec is simply ridiculous. We have too much money invested here, and it would be almost impossible for such a general exodus."

A novelty, which has been placed on the market by the Hurlbut Co., of Preston, is a white enamel leather, chrome tan, which will not crack, and can be easily cleaned



with soap and water. No dressings are required to eliminate stains and dirt. This leather is being used in children's sandals, strap slippers, bals and button welts, with cushion insole, in sizes from 4 to 7½, and is proving popular with the trade.

A city baseball league has been formed in Galt for the season of 1912. The Classic Baseball Team, which carried off first honors in the Manufacturers League last year, has again organized, and will be a prominent feature in the new city league. The following officers have been elected:

Honorary President—E. J. Getty.

Honorary Vice-President—F. S. Scott.

President—C. Fogelberg.

Secretary-Treasurer—F. Delafield.

Manager—W. Barlow.

Executive Committee—W. Lund, W. Cudney, F. Thompson and J. Coleman.

J. M. Humphrey & Co., shoe manufacturers, of St. John, N.B., have been extending their premises. They have bought the building in which they are located and expect in time to occupy all the space. About 250 pairs a day are now being turned out. The company hope soon to double the number of their employes as well as their production. Their building is a three storey one, 50 ft. by 90 ft., and the factory was started less than three years ago. It has now become an important industry in St. John.

Tanners are in despair over the high cost of hides and skins, and yet the condition of the American and European markets gives no indication that raw stock will be cheaper in the near future, says Hide and Leather. In fact it is predicted that values may be still higher, although opinions on this question are not united. The trouble is that the supplies of hides and skins the world over are always factors of uncertainty. Then, again, consumption of leather is liable to expand more actively than generally expected, thus preventing leather supplies from accumulating and stimulating tanners to repeatedly replenish their stocks of raw material.

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Dr. Scholl's Anti-Bunion Spring

This practical apparatus acts as a lever to draw the affected toe to its normal position. Especially necessary to those who are troubled with bunions caused by the deformity of the joint or misplacement, when of long standing. Sizes, Small, Medium and Large. Right and Left. Price \$1.50 each, \$3.00 per pair.



There's a Scholl appliance or remedy for all foot ills—Don't accept substitutes—Specify Scholls.

The Scholl Manufacturing Co., Limited
472 King Street West Toronto

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some Things of Interest

The Problem of Returned Goods and
Who Is Responsible Therefor

♦ ♦ ♦

Some More Fallacies Exposed in the
Figuring of Shoe Profits

♦ ♦ ♦

Some Stepping Stones to Success in the
Retail Business

♦ ♦ ♦

Facing the Situation Squarely Regarding
Higher Footwear Prices

♦ ♦ ♦

Who Adjusts the Disputes Between the
Leather Seller and Buyer

♦ ♦ ♦

Why Some Windows Never Draw—Some
Suggestions for New Trims

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetière and
St. Monique Sts.
Montreal, Que.


492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.

Artisan Workman's Shoes

Maximum Service at
A Minimum Price



Our St. Hyacinthe Factory
Specializes on These Lines 

Ames-Holden-McCready, Limited

Montreal - St. John - Toronto - Winnipeg
Calgary - Edmonton - Vancouver

Keep a Full Stock of the Good Ones

The "good ones" are your best sellers—the shoes you get most call for—the one you are making the most profit from.

You don't want to miss any sales in these lines, so keep your stock in good order.

Look 'em over to-day, jot down the sizes you are low in and send in your order.

You'll get it filled promptly and exactly. There'll be no delay and no mistake for I've the stock here that can handle rush orders to perfection.

JAMES ROBINSON

182-186 McGill Street

Montreal :- :- Quebec

Your Winter Shoes Will be as Waterproof as the Leather That Goes Into Them



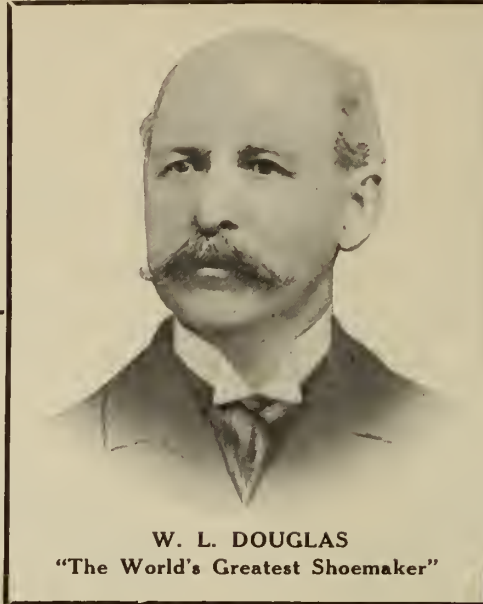
Can the Leather You use for Your Winter Shoes Stand This Test ?

If you make your winter shoes from "Endural" Calf its certain they will be perfectly waterproof, for the simple reason that "Endural" is a perfectly waterproof leather.

No dampness can penetrate it. That has been proven by us to our entire satisfaction and by shoe wearers to their satisfaction and comfort. A leather so tanned that it can actually hold water is certain to be able to exclude it. Take any "Endural" Calfskin. You'll find that it will hold water—and it won't crack.

Get a few skins and try them. You'll be pleased.

DAVIS LEATHER COMPANY, LIMITED
NEWMARKET, ONTARIO



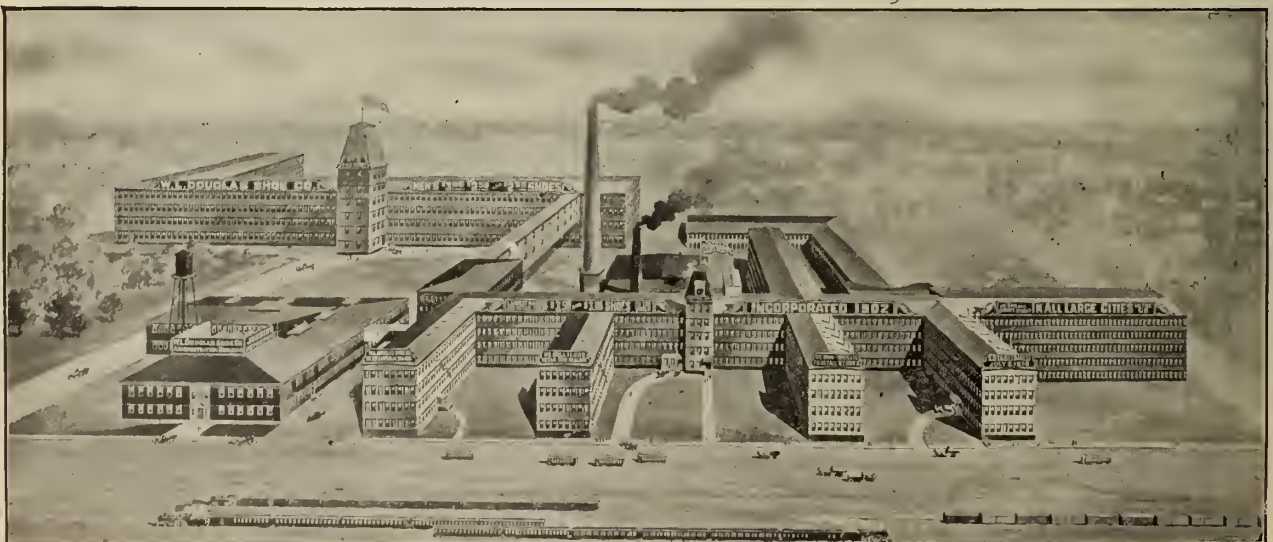
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

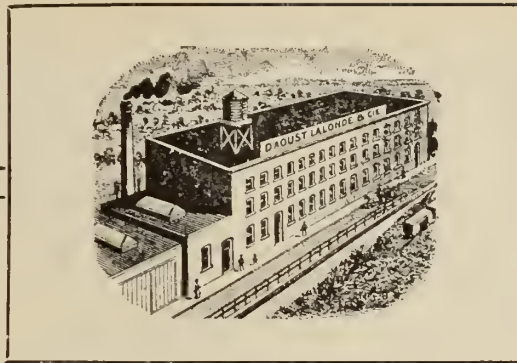
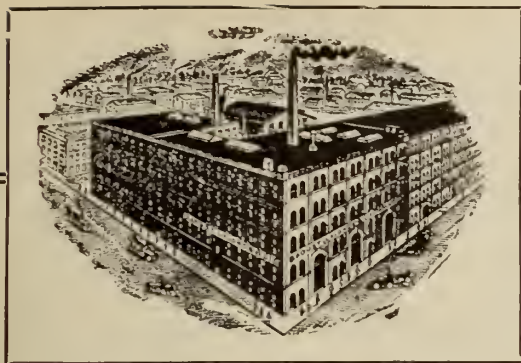
W. L. DOUGLAS SHOES need no introduction. For over a quarter of a century they have been the most extensively advertised, easiest selling shoes in the world, and to-day they are the standard of quality everywhere. They are sold by over 11,000 shoe dealers, as well as through a chain of 78 Exclusive W.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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U.S.A. CAPACITY, 17,600 PAIRS A DAY.



Thoroughly Equipped to Supply Your Needs

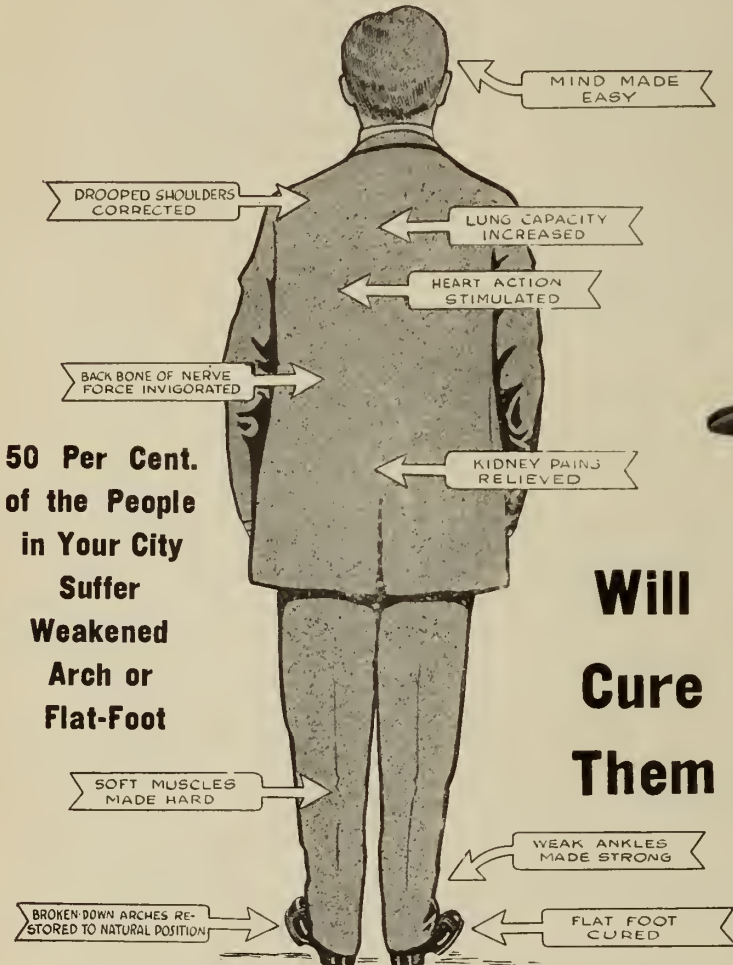
- ¶ That's our position and our policy.
- ¶ A tannery to provide the raw material used by our two factories and the best of skilled labor in these factories.
- ¶ How can the finished product fall short of the best ?
- ¶ It doesn't. Men, women, boys, youths, misses and children prove it daily.
- ¶ Our "PARIS" brand is known everywhere throughout the trade, as standing for fine workmanship and style.
- ¶ Our "ROCK BOTTOM" brand in our heavier lines means service, no matter what use the shoe is put to.

Daoust, Lalonde & Company

Shoe and Leather Manufacturers
MONTREAL, P.Q.

P.S.—A full line of Moccasins, Long Boots, Felts, etc., carried.

All These Ills are Symtoms of Weak and Broken-Down Instep Arch



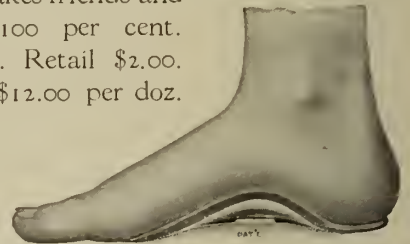
50 Per Cent. of the People in Your City Suffer Weakened Arch or Flat-Foot

Will Cure Them

DR. SCHOLL'S "FOOT EAZER"



Consists of two finely tempered German silver spring plates, self adjusting, leather-covered, light, gives just the right amount of natural spring pressure for utmost comfort. Prevents flat-foot, makes friends and pays you 100 per cent. clear profit. Retail \$2.00. Wholesale \$12.00 per doz. pairs.



Dr. Scholl's "Tri-Spring" Arch Support



This scientific appliance, with its constant, firm, upward springy pressure corrects the most severe cases of broken-down arch. The slight, springy movement gives the muscles and ligaments their natural flexibility. Especially recommended for heavy weight persons. Retail price, \$3.50 per pair. Wholesale, \$18 per dozen. Single, \$1.75 per pair.

DR. SCHOLL'S BUNION APPLIANCES

Scholl's Bunion Reducer



fits snugly, fills the hollows, gives complete comfort. Made of pure gum rubber, reduces the tissue, prevents further growth.

Retail, 50c. each. Wholesale, \$7.50 per doz. pairs.

You Can Sell These Scientific Appliances



To One-Half of all Your Customers

Made of antiseptic rubber, straightens the great toe. Can be removed and cleansed with water. Retail price, 50c. each. Wholesale \$4.00 per doz. Same with one cylinder for crooked toes. Wholesale, \$2.50 per doz. Single, 25c. each.



Send for complete catalogue of Scholl's 35 Foot Appliances—One for every Foot Ill or Deformity

The Scholl Manufacturing Company

The Largest Manufacturers of Foot Specialties in the World

472 King St. W., Toronto

5 Manchester Ave., E. C., London



FOR FALL

FOR FALL



High
Cuts
That
Please

Samples
Now
Being
Shown

PUMPS

FOR

Summer Sorting

“Kingsbury”
Brand

“America’s Beauty”
Brand

All
Popular Leathers
Are Shown

KINGSBURY FOOTWEAR CO., LIMITED
SPECIALISTS IN LADIES’ FOOTWEAR MONTREAL, QUE.



How About Your Spring Sorting Orders?

¶ Now is the time to send them in. They will receive our best and most prompt attention.

¶ With the high-class Welts and the up-to-date styles turned out by us for spring delivery, heavy sorting orders are only natural consequences.

¶ And don't forget about our new Fall lines, especially those four new receding toe lasts. Ask our traveler about them.

Western Retailers save time by ordering anything
in Welts from our Winnipeg Branch Office

Jas. Linton & Co.

Factory and Head Office
MONTREAL

Branch
WINNIPEG





The Man Who Wears Murray Shoes Knows What Good Shoes Are

No matter how much money you make on a pair of shoes, unless you have made your customer feel that he has secured the best shoe value possible, you haven't made a profitable sale.

When a man is fitted with a pair of Murray shoes he is satisfied that he has secured the best in style and appearance. After he has worn those shoes a while he feels that he couldn't have gotten as good satisfaction anywhere else than at your store.

This is the class of shoes you should be selling. Are you ?

The
MURRAY SHOE
COMPANY, Limited

LONDON, ONTARIO

The Value of the "Cleo" Trade Mark



If there was no trade mark on the "Cleo" shoe it would be just as good a shoe. The mark does not help the shoe to give satisfaction.

But—it does help a woman to know what shoe to buy to get full satisfaction. For every woman who has worn "Cleo" shoes is satisfied when she sees the "Cleo" mark that she is getting shoes to suit her.

The "Cleo" mark will help your business, because "Cleo" shoes will bring women back to your store.

"Cleo's are popular-priced — \$3.50 and \$4.00

CLEO SHOE COMPANY, LONDON

Shoe Machinery

For Every Department
FROM
Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL=C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eyeletting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique

=

MONTREAL, QUE.



Have You Placed Your "Rideau" Order?

Make sure of "Rideaus" for Fall for "Rideaus" will make sure of good business for you.

Their natty and attractive shapes and styles will make a decided hit with your customers because "Rideaus" are right up in the front rank of shoe fashions.

"Rideaus" are good to push because they "look the part" of well-made-shoes---and they act the part, too, on the feet of your customers.

Don't overlook "Rideaus" for Fall.

RIDEAU SHOE CO.

Limited

MONTREAL

P. Q.



Keep Feet Warm and Dry

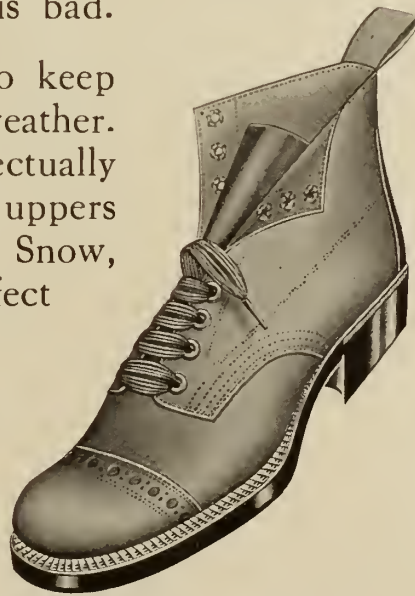
Without the Aid of Rubbers



When a man who wears Doctor's Antiseptic Shoes strikes wet and muddy roads or pavements, he doesn't cuss the merchant who sold him the shoes. He just walks happily on, unconscious, as far as his feet are concerned, that the walking is bad.

Doctor's Shoes are built to keep the feet comfortable in bad weather. They've three soles that effectually bar cold and damp, and their uppers are thoroughly waterproofed. Snow, slush, rain or mud has no effect on these shoes.

Men appreciate the comfort they get from shoes like the Doctor's and the appreciation shows on the right side of your ledger.



Try out Doctor's Shoes. They're good for business.

The Tebbutt Shoe & Leather Co.
LIMITED

THREE RIVERS

--

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QUEBEC

SPECIAL CANADIAN DAY

Boston, Mass., Friday July 12th

====With Headquarters at the====

Sixth National Shoe and Leather Market Fair

Mechanics Building, July 10 to 17

Shoe manufacturers and tanners, shoe wholesalers and retailers and manufacturers of shoe and leather machinery, findings and supplies are cordially invited to visit Boston during the week of July 10-17, and join in the big International Shoe and Leather Week, to be held at that time.

Members of the Shoe and Leather trade from all parts of the United States, Canada and abroad will be present in large numbers, and the biggest gathering of this industry ever held is already assured.

The big Shoe and Leather Fair in Mechanics Building will be headquarters for the week. Here will be shown shoes, leather, shoe and leather supplies of all kinds, lasts, patterns, machinery in motion, including all the latest things in modern American Shoemaking and leather production.

Among Special Features of the week are:

Special Canadian Day, Friday, July 12th.

Shoe Factory Superintendents and Foremen's Day, Saturday, July 13th.

Big gathering of members of the National Shoe Retailers Association, who will have space at the Fair.

Gathering of members of the Southern Shoe Retailers Convention who will have space at the Fair.

Convention of Delegates of the National Shoe Retailers Association.

Gathering of members of the National Tanners Association who will have space at the Fair.

Exhibit by Pratt Institute of New York, demonstrating educational course in the tanning trade.

Boston Harbor Excursion and outings at nearby ocean beaches and seaside resorts.

JACOBSEN PUBLISHING COMPANY

Publishers of "HIDE and LEATHER"

Managers of the Shoe and Leather Market Fair

415 Arch St., Philadelphia

183 Essex St., Boston

136 W. Lake St., Chicago

2 Stone St., New York City

Free Admission Tickets for the Canadian Trade

Members of the Canadian Shoe and Leather Trade who will fill in and mail the coupon below to the address given, will be sent free ticket of admission to the Shoe and Leather Fair.

Jacobsen Publishing Company

183 Essex Street, Boston, Mass.

Please mail me free ticket of admission to the Sixth National Shoe and Leather Market Fair, Boston, July 10-17, 1912.

Name

Address

With what firm

Free Pass Buttons For Superintendents and Foremen

Shoe Factory Superintendents and Foremen who will fill in and mail the coupon below to the address given will be sent a free Pass Button good for admission to the Fair.

Jacobsen Publishing Company

183 Essex Street, Boston, Mass.

Please mail me free PASS BUTTON to the Sixth National Shoe and Leather Market-Fair, Boston, July 10-17, 1912.

Name

Address

With what firm

These Pass Buttons are for Shoe Factory Superintendents and Foremen only.

The Shoe and Leather Fair is an exceptional opportunity to see, under one roof in a brief space of time, all the latest and best things in the production of shoes and leather. Its educational value cannot be over estimated. Arrange to meet your friends from Canada and the United States at the Fair.

Exhibition Space

If you have any article, machinery or merchandise to sell to the shoe trade of the world, take exhibition space in the Fair and show your samples. Good space can be had from \$90.00 up, fully equipped with signs and all furniture. All you need to furnish is your exhibit. We do all the rest. Write us for floor plan and full details. The Fair is the place to meet the trade, sell goods and open new accounts.

Our new illustrated booklet mailed on application.

JACOBSEN PUBLISHING COMPANY

Publishers of "HIDE and LEATHER"

Managers of the Shoe and Leather Market Fair

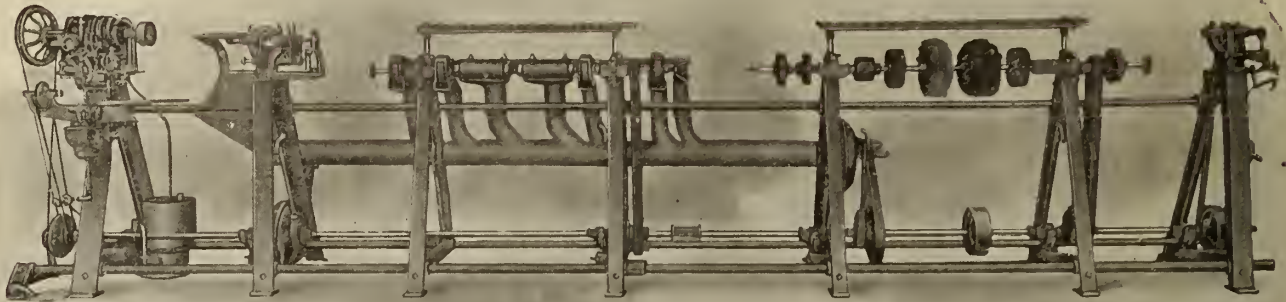
415 Arch St., Philadelphia

183 Essex St., Boston

136 W. Lake St., Chicago

2 Stone St., New York City

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

There's Real Money in Steel Shoes



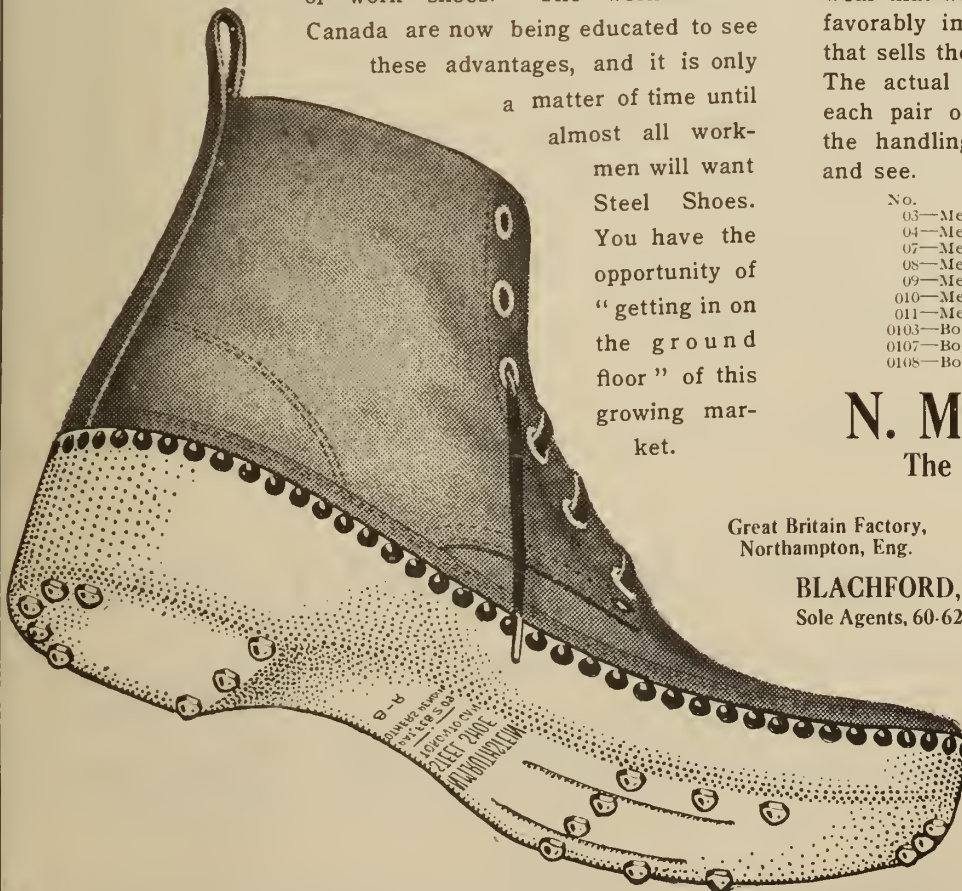
N. M. RUTHSTEIN
The Steel Shoe Man

The shoes you make the most profit on are the ones which cost you the least trouble and expense to sell. That's one point on which Ruthstein's Steel Shoes will appeal to you. But it's only one. The actual money profit that you make on each pair you sell should certainly weigh strongly with you also.

The big advertising campaign that is being carried on to show Canadian workmen why they should wear Ruthstein's Steel Shoes is going to make the selling of them an inexpensive matter to you. The difference between the price which you pay for them and the price you sell them for is a mighty fine profit for you. The great advantages which Steel Shoes possess over leather shoes are bound to have an effect on the sale

of work shoes. The workmen of Canada are now being educated to see these advantages, and it is only

a matter of time until almost all workmen will want Steel Shoes. You have the opportunity of "getting in on the ground floor" of this growing market.



Whenever prospectors, miners, lumbermen, trappers, foundrymen, laborers, etc., buy their footwear, Ruthstein's Steel Shoes can be sold—and sold profitably. They make an appeal to these men, who need shoes of extraordinary strength and wearing qualities, that leather shoes cannot make. Their possibilities for wear are so apparent that they at once make a hit.

If any of your business is done with men engaged in work that is particularly hard on shoes, you cannot afford to be without Steel Shoes. They will give so much more satisfaction to their wearers, so much more comfort and so much more wear that workmen cannot fail to be favorably impressed with the store that sells them.

The actual profits to be made on each pair of Steel Shoes is worth the handling of them. Look here and see.

No.	Cost	Sell
03—Men's 6 in. bl'k	\$2.65	\$3.50
04—Men's 6 in. tan	2.65	3.50
07—Men's 6 in. bl'k	3.75	5.00
08—Men's 9 in. tan	3.75	5.00
09—Men's 12 in. bl'k	4.50	6.00
010—Men's 12 in. tan	4.50	6.00
011—Men's 16 in. bl'k	5.00	7.00
0103—Boys' 6 in. bl'k	1.90	2.50
0107—Boys' 9 in. bl'k	2.65	3.50
0108—Boys' 9 in. tan	2.65	3.55

N. M. Ruthstein The Steel Shoe Man

TORONTO

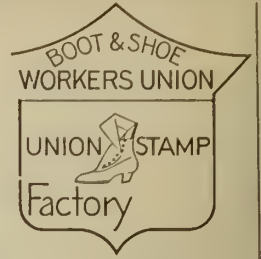
Great Britain Factory,
Northampton, Eng.

United States Factory
Racine, Wis.

BLACHFORD, DAVIES & CO., Limited
Sole Agents, 60-62 Front St. West, Toronto, Ont.

GEO. G. LENNOX
Distributors, Etc.

Winnipeg —:— Man.



Mr. Shoe Manufacturer

Industrial peace and uninterrupted production are promoted by shoe manufacturers operating under a Union Stamp Arbitration Contract.

The Union Stamp is a selling factor, the influence of which is equivalent to the work of one or more road salesmen, according to the amount of territory covered by the manufacturer. Wages are fixed upon a competitive basis; the volume of output is largely increased in every Union Stamp factory, thereby reducing manufacturing fixed charges and giving employees more weeks' work in the year.

The Union Stamp is the emblem of peace, which means more business even in dull times.

Manufacturers desiring further information should correspond with the undersigned.

Boot and Shoe Workers' Union

246 SUMMER ST., BOSTON, MASS., U.S.A.

JOHN F. TOBIN, President

CHAS. L. BAINE, Sec.-Treasurer



TETRAULT SHOES

A decorative graphic consisting of a thick horizontal bar at the top, from which five vertical lines of varying lengths extend downwards. The lines are positioned on the left side of the page, creating a vertical column of design elements.

We are as busy as can be in our factory, which is now running splendidly.

Tetrault Shoes are being made better than ever—and more of them.

Running to capacity as we are, on Fall lines, you will be a wise merchant to order **early**.

Our range for Fall is unusually attractive.

Tetrault Shoe Manufacturing Company
Montreal

YOU — YOUR CLERKS — YOUR BUYERS

Will Profit by Studying Acton Trade Papers

ACCURATE BUYING INFORMATION

DEFINITE SELLING SUGGESTIONS

Sample copy of any paper you're interested in sent free.

Special "Clubbing" Offer makes subscription price trifling. Three papers \$2.00 a year; two papers \$1.50 a year; one paper \$1.00 a year. ∴ Each paper the leader in its field.

THE DRY GOODS TRIO

- MEN'S WEAR**, 5th each Month
Clothing and Furnishings.
- READY-TO-WEAR**, 15th each Month
Garments and Furs.
- DRY GOODS RECORD**, 25th each Month
Dry Goods Only.



- SHOE AND LEATHER JOURNAL**
Issued 1st and 15th each month.
- BAKER AND CONFECTIONER**
Issued 5th each month.
- PAINTER AND DECORATOR**
Issued 20th each month.
- FUNERAL DIRECTOR AND EMBALMER**, Issued 28th each month

ACTON PUBLISHING CO., LIMITED, 59-61 JOHN STREET, TORONTO

Place this name on your list for "Dry Goods Record", "Ready-to-Wear", "Men's Wear", "Shoe and Leather Journal", "The Furniture Journal", "The Baker and Confectioner", "The Funeral Director and Embalmer", "The Painter and Decorator", (Three Papers \$2.00 a year) (Two Papers \$1.50 a year) (Any One Paper \$1.00 a year). Find enclosed \$2.00, \$1.50, \$1.00. (Each Paper additional \$1.00).

Date

This Subscription is sent by

Name

Town

50c. extra for any one paper to SHOE AND LEATHER JOURNAL subscribers.

Province

Finest Quality

Whittemore's Shoe Polishes

Largest Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE." Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.
- "ALBO." Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a *zinc-tin* box with sponge (see cut) Retails 10c. Each cake in a handsome *aluminum* box with sponge. Retails 25c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.
- "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.)
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retails for 10c. and 25c.

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



Boulevard Brings Business

This Shoe Dressing gives the user satisfaction, and the dealer profit. It is widely and favorably known — which is half the selling required.

Prompt shipment guaranteed.

We make dressings for Shoe manufacturers. Also Diamond Brand Harness Dressing.

American Dressing & Sundry Company

Manufacturers of Leather Dressing and Blacking
232 St. Charles Borromee Street, Montreal



Every Pair Means a Sale

Surpass shoes are made to wear, not to look at, but they've a mighty fine appearance at that.

It's an appearance of comfort, too, and long wear—an appearance that makes friends on the spot. It makes sales also—lots of 'em.

You'll be pleased with Surpass Shoes for that reason — because of sales, and your customers will be pleased because their appearance of comfort and long wear is backed up by actual service.

Every pair of Surpass shoes is built to give full value to its wearer. That means sales and more sales. Get 'em for Fall.

THE
Louis Gauthier Co.
LIMITED

Quebec City

FISK PATENT LEATHER IS RELIABLE

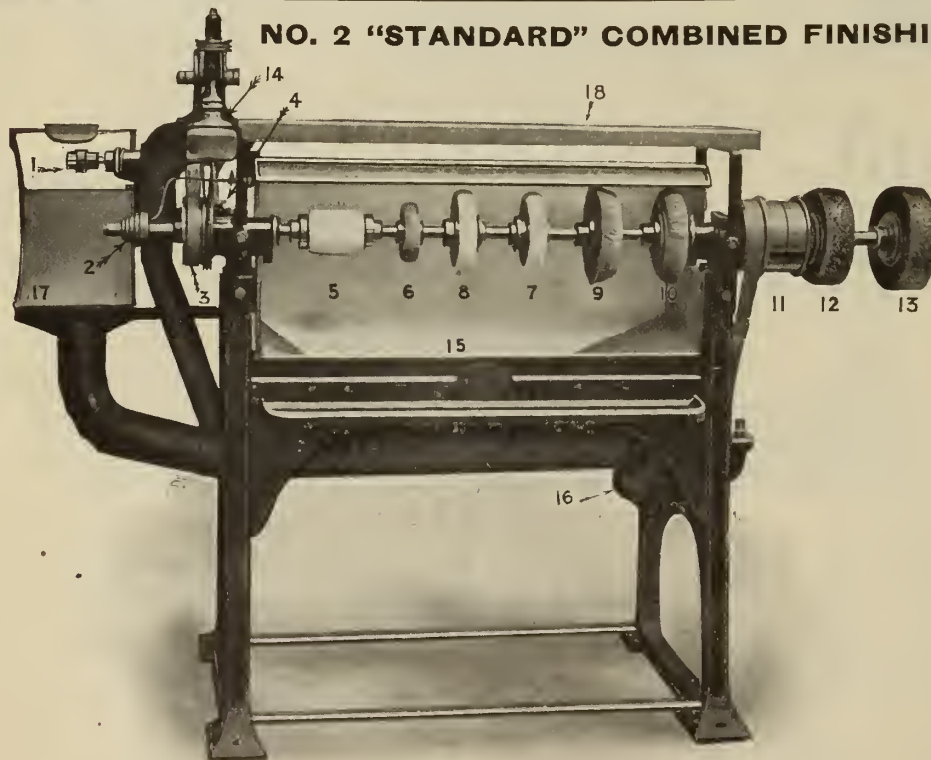
It eliminates factory troubles, as it will not check or crack. It cuts economically, works easily, is distinctive in appearance and makes shoes of refined quality.

In short, it is a perfect leather.

FISK LIMITED

6 St. Helen St.,

Montreal



NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)

This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

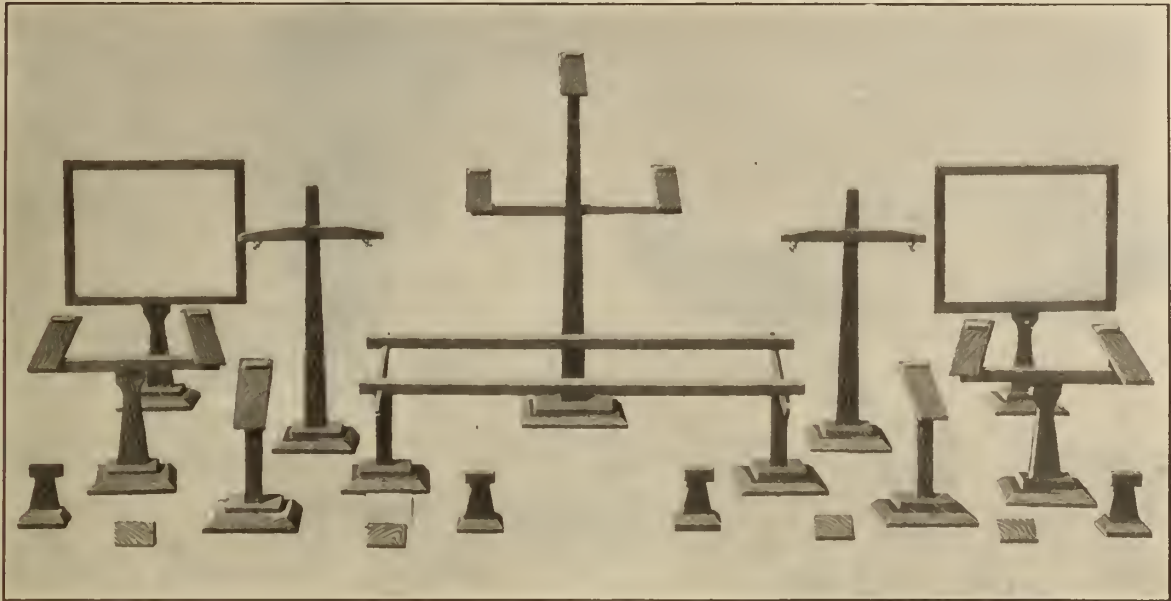
Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

PACKARD'S BIG OFFER

\$6.50 Per Set



\$6.50 Per Set

Holds Twenty-Five Shoes
Each Shoe Given
an Individuality

**A Complete Window
Display Outfit for \$6.50**

Made in Mission Finish in Up-to-Date Style

Neat, Strong and Practical
Make Your Window
Your Best Salesman

L. H. PACKARD & COMPANY, Limited, Montreal, P.Q.

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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THE
Smardon
TRADE MARK
SHOE

Don't hope for the
best, but GET it.

SMARDON SHOE CO.

"Ladies' Favorite"

533-535 Visitation Street
Montreal



The Williams factory turns out nothing but work shoes. That's one reason why

**WILLIAMS
FLAME-PROOF
MOLDER'S
SHOE**

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

Write to-day and get our price list.

**THE CLARK SHOE COMPANY
BRANTFORD, ONT.**

CANADIAN SELLING AGENTS

**ARTHUR A. WILLIAMS SHOE COMPANY
HOLLISTON, MASS.**

**A Durable Counter Means
a Durable Shoe**



Even when the soles or heels of a shoe wear out, or the seams of the uppers start their strain, so long as the counter is intact and solid, the shoe can be repaired. But if the counter is not in good shape the shoe is done for.

Guay Solid Leather Counters are built to be the last part of the shoe to quit and they only cost 3½ to 4c. per pair. Isn't it worth investigating.

EUGENE GUAY

230 St. Marguerite St., - Montreal

Also Makers of Standard Board and Union Counters

"The Line That Makes Good"

☞ The assertions and maxims of shoe manufacturers are of little account with you unless the house from which you buy your shoes "makes good."

☞ That's why we want you to buy McDermott Shoes for women. It's the line that makes good.

☞ Our salesman will show you.

THE McDERMOTT SHOE COMPANY

Women's Shoe Specialists
MONTREAL



Packard's Special Shoe Dressings

THE STANDARD FOR QUALITY—IN ALL COLORS

COMBINATION POLISHES

Each box contains a 4 oz. bottle of Liquid and a 2 oz. tin of Paste.
BLACK, TAN, OX BLOOD, ETC.
Large Size

— PONY SIZE
2 oz. Liquid and 1 oz. Paste
BLACK AND ALL COLORS

WHITE LIQUID DRESSING

For Cleaning White Canvas Shoes, Belts, Helmets, etc.

Large Size, 5 oz. bottle in cartons.
Pony Size, 3 oz. panel bottles.
Colored Canvas Dressing—All Colors.

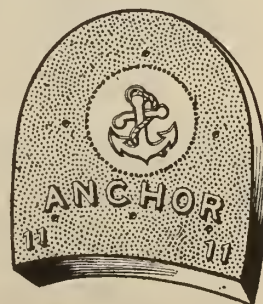


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Wholesale Shoe Findings and
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“NUGGET”
 WHITE
 CLEANER
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WHITEST
 AND
BEST



Does not rub off, or
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The **“Nugget”** Polish Co. Ltd. 67 Adelaide St. East, Toronto.

A COMPLETE WINDOW OUTFIT

\$
15
 ORDER
 TO-DAY



\$
15
“THE
BETTER
WAY”

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

**82 QUEEN ST. NORTH
 HAMILTON - CAN.**

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
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225 Purchase Street, BOSTON, U.S.A.

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"WHERE QUALITY COUNTS WE WIN"



Direct From the Maker No Middleman to Pay

Brandon Shoes, Monarch Shoes and Dr. Brandon's Cushion Sole Shoes come to you direct from the factory. Besides being sure of getting what you want when you want it, you save the middleman's profit.

That's worth considering when buying popular priced shoes.

THE BRANDON SHOE CO.
LIMITED
BRANTFORD ONTARIO

20TH CENTURY WELTS for Men at \$4.00 and \$5.00 and for Boys at \$3.50 and \$4.00 will make excellent popular-priced leaders for your stock of Men's and Boys' Shoes. And the price will not be the only popular thing about them. The shapes and styles will make a "hit" with your customers--and so will the quality.

The C. E. McKeen Co.
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Patrons demand it and we
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If there's anything new
we have it.

We have been accused of
being ahead of the times.

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The Cook-Fitzgerald Co.
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"Astoria" and "Liberty"
Shoes for Men

SHOE & LEATHER JOURNAL

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Advance

The Returned Goods Problem—Who Is To Blame?

Sidelights Pro and Con on This Perennial Difficulty—Where Both Retailers and Manufacturers Are To Blame—The Compromise Spirit is a Way Out—Some New Views Presented

Just at this time of the year, when all of the spring orders have been shipped to the retailers, the usual problem of "returned goods" crops up again. The causes contributory to this state of affairs lie with both the manufacturer and the retailer, and one is usually about as much to blame as the other. In all business transactions there should be a certain spirit of "give and take," and it is where this spirit is not recognized that most of the trouble arises. Here are a few examples.

The other day a manufacturer who had been receiving large yearly orders from a certain retailer, got a rush order from the latter amounting to several hundred dollars. He advised the retailer that he could only take the order conditionally, and that under the circumstances he would be unable to turn out the goods before April 15th. The retailer wrote back accepting the order on these conditions. The goods were shipped three or four days after the specified date and reached the retailer about April 22nd. The latter immediately rushed some of the shoes into stock and sold quite a bit of the delayed shipment before the end of the month.

A Sample of Sharp Practice

A few days ago the manufacturer received word from the retailer that he was returning about 50% of these goods as they had arrived too late to be of service. This, in spite of the fact that he accepted delivery before April 15th, and then they were only a few days late. In this case, however, the retailer took good care to shove the best and most saleable portion of the shipment of the stock, while he returned only the shoes that he considered there would be any difficulty in selling—goods that, by the way, he had rather enthusiastically ordered against the advice of the traveler, who wished him to stock another line that he considered more saleable. Naturally, the manufacturer wrote back advising him that he would not accept return of the goods, stating that the retailer must either return the whole of the shipment or none at all. Can you blame him? The retailer did; and is now very sore on that manufacturer, who saw through his game and acted in the only way possible to protect himself.

Where the Manufacturer Errs

Here is the other side of the story, proving that the manufacturer is frequently as much to blame as the retailer. There

are some manufacturers who, in spite of shortage of skilled labor, and other difficulties as well, will frequently accept orders for delivery when they are "loaded up to the guards" with work, and when they they know that it is an utter impossibility to turn out the orders in the time specified. A little computation will easily show this to be the case, but they evidently trust that in some almost super-human manner they will be able to handle the work in the months that intervene before date of delivery. This is the case of a great deal of actual loss among retailers.

And it is a double loss, inasmuch as the retailer when he does not receive the goods in time for the season's trade is out just that much business and net profit.

If he accepts delivery under such conditions, he very frequently has considerable of the stock left on his hands. This is especially the case if the delivery is made six weeks or two months late, as happened with a Montreal retailer last fall, who received goods from a manufacturer on the first of October instead of the first of August, as ordered.

In this case can any fair-minded manufacturer blame the retailer if he returns a considerable part of the shipment? The footwear of the heavier and waterproof varieties would still be quite seasonable, but some of the lighter styles of fall footgear would be to a considerable extent unsaleable on such a late date. In spite of this, the manufacturer was very much "cut up" because the retailer, to use the manufacturer's own expression, "had the nerve" to return part of the shipment when the goods were up to specification in other ways. The manufacturer here, had really himself to blame for his partial loss; besides which he lost the trade of a good customer. It is pretty hard to excuse a two-month tardiness in delivery.

Cases For Compromise

Oftentimes also, the manufacturer does not fill the order according to specifications. When a man gets a military heel, and the order calls for only a heel of medium height; or when the shoe is made up with an extreme high toe when a medium toe is ordered, a good case for compromise is offered. In such cases the goods are by no means valueless to the retailer, and the latter should not take the stand that he cannot sell the shoes. It may be strictly legal to do so, but it hardly shows the "give and take" spirit for the retailer to ship the goods back without advising the manufac-

turer in time for him to make some effort at a compromise. It naturally makes a manufacturer sore in such cases, when the first word he receives of such returned shipments is when the express, or railway company notifies him that part of the shipment sent to a certain town is back in their hands awaiting instructions. It is neither courteous nor decent to act hastily in this way without the slightest notification, when a little correspondence could easily fix up the difficulty.

Wholesale Condemnation Not Right

Another case often noticed is when the retailer returns, let us say, a twelve pair lot of a certain line of pumps because one pair is poorly finished. The fact that one pair is not up to the mark is no reason for condemning the other eleven pairs. Such cases are a very common cause of irritation, and a lot of acrimonious correspondence on both sides. A polite letter from the retailer advising of the discrepancy will, in practically every case, elicit a favorable response from the manufacturer.

An Unusual Case

Not long ago, the writer ran across a case where the manufacturer's shipper sent the goods by the wrong railway line. In consequence, the retailer refused to look at the goods at all, because he stated that he never had any dealings with the company over whose line the shipment was routed, ever since some row he had had with this road. From this standpoint this may have been all right, but it was rather rough on the manufacturer, who, although it was his own error, not only lost the sale of the goods, but had to pay the freight both ways. He, in this case, did not take any action in the matter, other than refusing to have further business dealings with the retailer.

Handle Mistakes Dispassionately

These are only a few of the instances in which returned goods are a source of irritation to both manufacturer and retailer, and much of the difficulty can undoubtedly be avoided if both sides show a tendency to compromise occasionally and not insist upon the "full pound of flesh." This is a matter worth considering seriously at this time of the year by both sides to these numerous disputes.

Applying System in the Shoe Store

Study your business closely. The shoe retailer, who makes a real success, must be a close and diligent student. No trust-to-luck, happy-go-as-you-please style will answer to-day. Exact system must be employed in every phase of buying and selling. Every department must be supervised and scrutinized.

With too many dealers window displays used to mean simply filling the space with an array of seasonable goods. Now it isn't even sufficient that the shoes shown be seasonable and the trim pretty. It is recognized that a window attains only a small percentage of possible efficiency unless it goes farther than that. After attracting attention, it must so present the footwear that it will make an appeal just about as definite and persuasive as that of personal salesmanship. Harmony is important, and also the arrangement of shoes to give them the same appearance they would have when worn. These are just two of many points which have been established by close study.

There is nothing to which the shoeman of to-day needs to give closer study than his buying problems. Some stores, splendidly equipped from a selling standpoint, fall down when it comes to buying. Are you constantly striving for the maximum sales with the minimum stocks?

A certain arrangement of stock in a certain department was good enough some years ago; to-day it will not answer. Now goods must be so placed and classified in the store that a salesman can lay before the customer in a moment any style that may be called for. There are few retailers who do not realize that this is one of their most important problems.

Why Some Windows Never Draw

Retailers Crowd Them With Too High Priced Shoes—Featuring Footgear That Sells At a Moderate Figure Would Prove More Interesting To the General Mass of Purchasers.

How productive do you make your windows? Are you drawing custom, telling people just what you have in store, and impressing them with the knowledge that you can fill their wants? Or are you losing some business and creating a false impression in the public mind?

A shoe manufacturer who has had retail experience, recently returned from a trip to St. Louis and other middle western United States cities, and had some interesting views to express. They are worth thinking over.

"I was struck with the style of window dressing generally adopted," he remarked. "It is quite different to the eastern methods, and to the ideas practiced by most Canadians. In Canada, particularly in the cities and larger towns, if you walk along the main streets looking at shoe windows you will find that nine out of ten contain high-priced shoes. Few of them display medium priced lines, except those stores handling only cheap goods, or job lots. But I am talking of the average retailer who is a man supplying the bulk of the people.

"In St. Louis, particularly, I noticed that the majority of retailers featured shoes at prices interesting to everyone. Perhaps a window might contain three or four pairs at \$6, but the average price would be \$2.50 to \$3.50.

Show Average Price Shoes

"Do you not think that the idea of showing average-price shoes in the window is much better? Take the ordinary passerby, can he or she afford to pay \$6 for a pair of shoes? No, and while they may stop to look at a window featuring high price lines they will not buy as quickly as they would were shoes at a lower figure shown. It is not the 'man on the street' who pays for the \$6 shoes. The man or woman who can afford to pay this figure walks right into a high class shoe store and asks for such a shoe. They will buy such a pair whether it is displayed in the window or kept on a back shelf. The purchasers of high priced shoes are not as much influenced by window displays as are the great mass of the people who pay from \$2 to \$4 for shoes.

"Now, I do not say that the retailer should eliminate expensive lines from his windows. Let the costly shoes be made to act as a frame, but have the picture comprised of shoes within the reach of the ordinary person.

"You and I both know of a store in this town that always shows shoes from \$1.50 to \$3.50 in their windows. And we also know what a tremendous number of sales their windows pull. Would their returns be as great were shoes showed from \$4.50 to \$8 in the windows? You cannot get away from the fact that the average person seeing only expensive shoes in the window will conclude that they cannot get a shoe to fit their purpose in a store charging such high prices. I think it much better to get the people into the store by showing reasonably priced boots in the window (with a background of higher priced lines) and then selling them a \$6 pair, than to risk turning them from the store altogether by creating the impression that only the highest priced shoes are sold.

"A ludicrous feature is that, frequently, a retailer has but 15 pairs of, say, \$6 shoes in his stock, and every shoe in the window!"

New Home of the Shoe Journal

The offices of the SHOE AND LEATHER JOURNAL, which for the past four years have been located at 59-61 John St., Toronto, have been removed to 1229-1231 Queen St. W., at the corner of Gwynne Avenue, where a large, four storey building has been fitted up with every modern convenience, both from a mechanical and business standpoint. The removal was rendered necessary owing to the Canadian Pacific Railway purchasing the property of the Acton Publishing Co. for the expansion of their yards and terminals.

Some Stepping Stones to Success for the Shoeman

How a Montreal Retailer Has Built Up a Fine Business—Advertises His Own Service—Believes In Approbation, Rightly Handled—No Special Sales Necessary—Orderly Stock and Courtesy Very Important

"I have always held that if a man had a goal in front of him, to aim at, he would finally arrive at his destination if he stuck to it persistently enough. I first started in the shoe business in the States twenty-five years ago, although I have been a Montrealer for over twenty years, and I made up my mind that, sooner or later, I would start out for myself. I stuck to it till I saw my chance, then bought out the store. I was at that time managing for another party, when the latter retired from business. That was over five years ago, and to-day I have here an A1 family trade, besides being in a good position to get my share of the transient business."



So spoke Thos. Dussault, the popular St. Catherine Street East shoeman, of Montreal, on a recent occasion. Mr. Dussault certainly has gone a long way toward realizing his ambitions, and has to-day a steady, ever-growing clientele of the best class of customers, largely French-Canadian, of course, as this is Mr. Dussault's own nationality.

Ability Plus Persistence

The example of this shoeman of the younger generation can quite profitably be kept in mind by every salesman behind the shoe counter in whatever part of Canada he may be placed, because it is capable of emulation by every ambitious, earnest worker with the same goal in front of him. Contrary to the old exploded saw about opportunity knocking only once, facts prove that the cause of the average failure is not lack of opportunity, but lack of ability or aggressiveness in seizing the opportunity when it comes; or, what is worse, lack of purpose in preparing for it.

Questioned as to some of his business beliefs—or policy, as

you prefer—Mr. Dussault averred that one of his pronounced beliefs was one in which many of his fellow shoemen could not see eye to eye with him, viz.: that every shoe in his store should have his own name stamped thereon, and not the name of the manufacturer. He stated that, of course, he knew many shoemen, and the SHOE AND LEATHER JOURNAL as well, might not agree with him upon this point, but he had only adopted this policy after many years of experience and observation.

Branded Lines Not Thought Essential

"In the first place," claimed Mr. Dussault, "I am naturally in business to make a profit. Now how can I best accomplish this? Contrary to what is often claimed, I figure that I can do this better by pushing my own name and store, rather than by tailing on to the band wagon, and profiting by the publicity efforts of any one or more manufacturers. Of course, this policy implies a close personal relation between shoemen and customer, one in which the customer has learned to trust to the judgment and honesty of his or her dealer. If a stranger comes into the store and asks for a certain branded shoe, I do not try to substitute, but to convince him that I have a shoe that will answer his purpose fully as well, and I assure him that I will stand behind that shoe, if necessary, to the limit. Suppose that man comes back to me and registers a complaint, does he blame the manufacturer for any defect? Not at all. He blames me—and rightly. I am the go-between, and I would have to take the blame anyway, whether I sold a pair of branded shoes or not, so why should I not get the benefit as well?"

Advertise Your Own Service

"It is my service, my footwear, my store, that I am always working to impress on my customers. I tell them that it does not matter at all where the shoe is made, or who makes it; it is



The artistic window trim of the Dussault shoe store, Montreal

a shoe of the quality I represent it. Of course, in following out this policy, I am most careful to see that every shoe received from the manufacturer is up to the standard called for in the order—which is as good quality as is in any branded line the manufacturer may carry—and I see to it that my customers do not suffer in any way. I can then order where I like, and am under no obligations to any one. If one line of shoes for any reason is not up to its usual standard, I drop it for the time and buy where the quality suits me. I find that I get just as good service from the manufacturer as if I am an ardent booster of his line. It is as broad as it is long, because he gets just as much business from me, if I am dealing with him, as if I were handling only his branded lines, and the name 'Dussault' is impressed on the customer's mind, which is exactly what I want.

Created Demand Increases Profits

Of course, as has been intimated before, there are many who do not see eye to eye with Mr. Dussault in this matter, preferring to take every advantage of a created demand that they possibly can. Such shoemen claim that this policy is along the line of least



Mr. Dussault's special label

resistance, and that they do not care who gets the credit, so long as they get the net profit, and keep the trade and goodwill of their customers. At any rate, this policy works out well with this enterprising shoeman, and that is all that he requires.

Approbation, Properly Handled, Good

Another of Mr. Dussault's beliefs is that approbation, properly handled, is a good thing, and a sure trade-winner. Note that "properly-handled" however. There is the little joker in the pack. The sort of approbation that will send out several pairs of shoes to a customer unattended, for that customer to try to fit himself, is not Mr. Dussault's kind of approbation. With every pair of shoes that goes out from his store, a clerk goes with it, to see that the customer is properly fitted. And the shoes come back with the salesman, unless a sale is made at the time. By this method, the customer is accommodated, and new business is frequently secured from some who otherwise would be unable to avail themselves of the service of this store.

Mr. Dussault is also a thorough believer in the policy so often advocated in the SHOE AND LEATHER JOURNAL, of buying in large lots from as few manufacturers as possible. He states that in this way it is not nearly so hard to keep stock straight, and the trouble and correspondence in connection with sorting orders is reduced to a minimum. "Moreover, in doing business this way," said Mr. Dussault, "the manufacturers concerned naturally are much more willing to extend to the retailer any little courtesies possible, than they would be if he were doing only a little business with each one. This is but natural."

Courtesy All-Important

Another stone in this shoeman's business arch, is that of courteous attention to everyone entering his door, no matter what his station in life. The little child gets just the same careful attention that his mother would receive if she were present in person, and this policy makes for an ever-increasing family trade, and it gains the good will of the mother, the all-powerful member of the family when it comes to influence. The salesmen are also very courteous and obliging, counting no trouble too great to

satisfy the customer, and gain his permanent favor. Moreover, they know their business, which is very important.

No Disordered Shelves Here

The store is of medium size and compact in arrangement, with men's shoes on one side and women's on the other. One of the things that strikes the eye at once upon entering is the total lack of the usual disorder seen upon the average shoe store's shelving. Not a box is allowed to remain out of place, or awry, hence the effect is very striking. The label used by Mr. Dussault on all his cartons also heightens this effect. A cut of this label is shown here, and its neat design is very apparent. Any empty boxes are turned upside down, and are removed every few days by the staff and refilled.

Two shoe display cases stand just inside the door, one on each side. In one, is shown, a few of the latest styles in men's shoes; in the other, the latest women's creations. These have proved a splendid investment, and help to improve the interior appearance.

No Special Sales

No particular system of stock-keeping is followed, but—note that "but"—every care is taken by the proprietor and staff to see that the stock is gone over two or three times per week, and kept in perfect shape. Any "stickers" are at once given some kind of an identification mark, and a dead set made on them until they are disposed of. A stock room in the rear suffices to carry the extra stock of footwear kept on hand against emergencies. Special sales are absolutely tabooed in this store. Mr. Dussault states that such sales would lower the whole tone of the store, and he does not care to be classed with the sample shoe store, and others of that ilk. "Any goods that will not go after a season or so, are quietly sent off to an auction room to bring what they will. The loss is not nearly so great as would be the loss of prestige from running special sales on every little provocation." Such a policy would pay more than one shoeman, were he to adopt it.

Window Displays Cheap Advertising

As the store front shown here will indicate, Mr. Dussault believes in careful window dressing, and his windows are changed every week or so. Seasonable trims are strictly adhered to, and much business is directly traceable to the windows. "It is the cheapest form of advertising, and is in the hands of one of my salesmen, who takes special interest in his work," said Mr. Dussault. During holiday seasons, or on special occasions, suitable extra effort is made at decoration. Mr. Dussault is also a believer in printer's ink as a valuable form of publicity, but windows are best and cheapest.

Fewer Cattle—Dearer Leather

The following live stock figures for the province of Ontario are, according to the reports on the first of July on each of the years names as reported by the Ontario Department of Agriculture. It will be noticed by the figures of 1911, as compared with those of 1905—six years ago—there has been a marked decrease in the number of milch cows, cattle, sheep and lambs raised by the farmers, and, therefore, the scarcity of hides can easily be accounted for, as well as the advancing price for leather. In the United States the increase has been very small compared with the immense growth in population. When all grades of cattle are taken into consideration, there has been a decided falling off in the number raised. The Ontario figures are—

	1898	1900	1905	1910	1911
Horses	611,241	617,309	672,781	724,384	737,910
Milch Cows	965,021	976,124	1,106,984	1,052,796	1,045,610
Other Cattle	1,250,922	1,453,206	1,782,519	1,514,332	1,547,595
Sheep and Lambs	1,677,014	1,797,213	1,324,153	1,065,101	1,040,245

The following table shows the number of various classes of live stock in the United States in the years named:

Year	Horses	Milch Cows	Other Cattle	Sheep	Hogs
1867	5,401,000	8,349,000	11,731,000	39,385,000	24,694,000
1887	12,497,000	14,522,000	33,512,000	44,759,000	44,613,000
1897	14,365,000	15,042,000	30,508,000	30,819,000	40,600,000
1907	19,747,000	20,968,000	51,566,000	53,240,000	54,794,000
1910	21,000,000	21,801,000	47,279,000	57,216,000	47,782,000

Give Manufacturer Complete Details With Order

When Sizes or Other Details Do Not Go With Order, Everyone Suffers—Some Features of This Abuse Discussed—How It Affects the Manufacturer in Different Ways

In a recent issue of the *SHOE AND LEATHER JOURNAL* a retail shoe man gave utterance to some rather frank remarks about the lateness of many of the shoe manufacturers in their spring deliveries. Parenthetically it may be stated that several causes have contributed to bring this about. One of the causes is the shortage of skilled labor in a great many factories. Another is the quite frequent failure of the leather men to keep the shoe factories with whom they have contracts supplied according to contracts. This, of course, is due to the fact that the tanners themselves have been up against the problem of securing the proper amount and quality of certain classes of hides, of which there has been a very great shortage.

This, however, is not the point we wish to discuss here, but rather, another factor in this late delivery problem. Be it thoroughly understood that in this matter the *SHOE AND LEATHER JOURNAL* is not taking up the cudgels against the retailer in favor of the manufacturer, but is endeavoring to state faithfully both sides of this apparently annual difficulty which is more acute than ever this spring season. For this reason some of the above observations are made in fairness to the manufacturer.

Faulty Method of Ordering

The other factor we wish to discuss, is the very faulty method of ordering shoes that pertains among many shoe retailers to-day. This in itself is responsible for considerable of the late delivery in some factories. It is also responsible for a lot of dissatisfaction

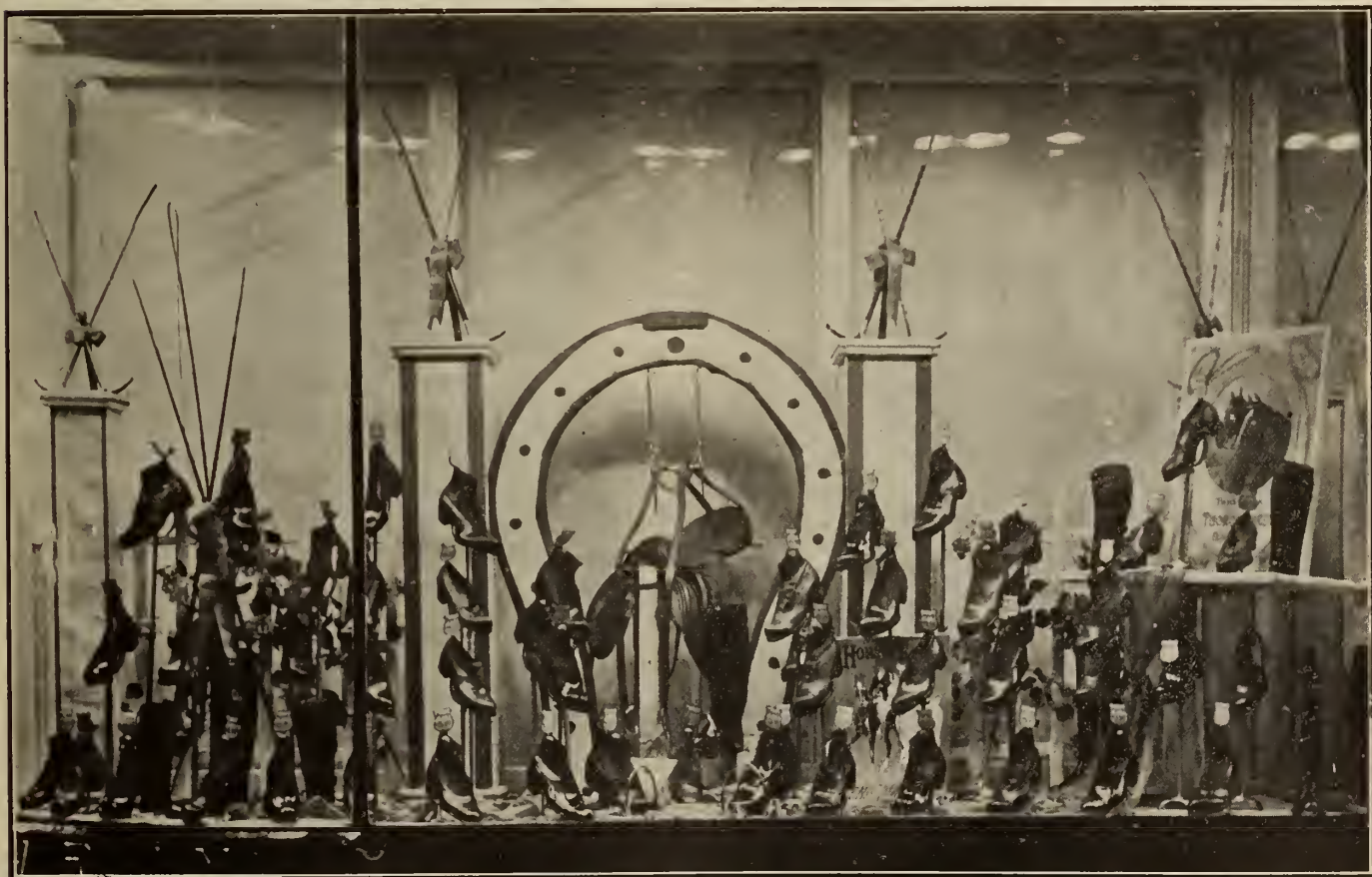
among retailers and manufacturers alike. Here is the way it works out. When the traveler comes around to secure the retailer's spring or fall placing order, the latter gives him an order amounting to, perhaps, several hundred dollars. He stipulates, however, that he will send the sizes in later on, as he does not exactly know the quantity of each of the various styles and lasts that the trade will require the next spring. He fears that he cannot gauge the demand properly several months ahead of time, consequently he prefers leaving the matter of filling in the sizes, and quantities of each size until a later date.

How the Delay Works Out

If the matter ended there no manufacturer would object in the slightest degree, but, unfortunately, it does not end there, in a great many cases. Let us say that the order is placed in October for spring delivery. For the next three months the retailer, apparently forgets all about the order. Along in January the manufacturer, who has been mighty busy thus far on specific orders he has on hand, considers that the retailer has had about long enough to make up his mind and writes the letter to that effect. He either gets no reply, or else he is told that the shoe man is not yet quite ready to give the required information.

Of course, the manufacturer, who has plenty to do, lets the matter rest there for a little while longer, then probably writes again. This time he gets a night letter giving complete details of sizes, quantities and styles for spring delivery with "the sting

A PLEASING HORSE SHOW WINDOW



Turning a recent popular event to advantage. The Fogarty Co., Limited, Montreal, presented a striking horse show window that was a result getter.

in the tail" of the message to the effect that these goods are required for April 1st delivery. It is then about the middle of February. Of course, it runs in the retailer's mind that because the skeleton of his order went in during the month of October that there should be no difficulty in having the order finished by April 1st. Of course he totally overlooks the fact that until the manufacturer received specific details about this order, he was unable to start on same.

Such Placing Methods Unfair to Manufacturer

Allowing the latter only six weeks after complete details were furnished to finish up an order for several hundred dollars, means that the manufacturer has to thrust aside someone else's order that was in plenty of time to finish the belated one. Now, a moment's consideration will show the retailer that it is not fair to the manufacturer to expect this hurried filling of his order, especially in a very busy season. It is still more unfair to the manufacturer if the retailer, because he does not receive shipment of his order within two or three days of the stipulated time, when shipment finally does arrive, returns same because it is late. This is not a hypothetical instance; it is an actual fact, and it happened only a few weeks ago with one of Canada's largest manufacturers. The representatives of the SHOE AND LEATHER JOURNAL run across cases like this every little while.

It is quite true that there is the other side to the story, and this other side will be sifted impartially as occasion warrants. There is no doubt, however, that cases like this constitute a real abuse in the trade at present; and for this abuse the retailer is almost altogether to blame.

Lack of Nerve the Cause

Going farther into the matter, repeated questioning of many and diverse retailers along these lines would suggest that the main reason for such a system of ordering consists principally in the retailer's lack of confidence in his own ability to diagnose the probable trade demand in his locality, even when he has the experience of the past and the knowledge of the surrounding trade to guide him.

The weakness of many a shoe retailer to-day lies in just this fact, that he is not a good buyer. He either under buys, or buys too much, or else he does not buy the right proportions of the different styles for his trade. If a man is doubtful as to what is going to sell for the next season in certain new styles, it will be better for him to order lightly at the start, trusting to sorting orders later on to help him out of the difficulty, in case the demand for the style in question is larger than he expects. This does not apply to staple lines as the retailer usually knows where he is at, along such lines. He need not trust to the travelers' judgment in these matters, but should rely rather upon his own judgment, which may be formulated to a certain extent on what the traveler tells him.

This Practice Should Be Abolished

It is to be hoped that during the present fall season retail shoe men throughout the country, who have been given to this practice at all, will either send in complete instructions with the order, or else send them in within a fortnight after the order is received by the manufacturer. There are times, of course, when the traveler calls unexpectedly, that the shoe man wants a certain amount of time to make up his order. In such cases a slight delay does not inconvenience either party. In future, however, many manufacturers who have had this difficulty to contend with in the past, in order to protect themselves, will notify the retailer that such orders will be filled in rotation, but will only be begun when complete details for the order are received. That means that the retailer who telegraphs details of his order at the last minute, as some have been in the habit of doing, will "get left" when it comes to delivery, and he will have only himself to blame.

ANOTHER WORD OF PRAISE

I may add that your paper has greatly improved, and should, in my opinion, be in the hands of every shoe dealer.

Yours truly,

Toronto, April 18, 1912.

H. B. McCARTHY.

Keep Your Store Looking Neat

"Once every week our stock is carefully gone over, all the laces in the shoes tidily arranged and fresh tissue paper placed in the cartons so that the appearance of the goods is fresh and neat. Each shoe does not look as if it had been handled or tried on several times, and a favorable impression is created thereby." declared a Guelph retailer recently.



PRINCESS PATRICIA OF CONNAUGHT

Who has firm faith in the style and the superiority of Canadian-made shoes.

Some Fallacies in the Figuring of Shoe Profits

Dealers Too Often Base Percentage of Profit and Cost of Doing Business on the Volume of Trade, Then Apply These Percentages to Cost Price When Making New Prices—A Grievous Error

By E. ST. ELMO LEWIS

A business efficiency expert recently caused to be inserted in several national mediums, a little problem he had found that always agitated the minds of retail dealers wherever it was propounded. The problem was stated as follows:

Wholesale price of an article is.....	\$1.00
Cost of doing business.....	22%
Retailer's profit.....	10%
What is the retail selling price?	

Remember, you are basing your percentages on selling price.

This problem has led to more agitation among retailers, their trade papers, etc., than anything excepting the parcels post or the question of substitution, that has appeared in the trade press for several months.

Some correspondents in their desire to contribute to the humorous rather than to the serious columns of the publications, have expended a prodigious amount of clumsy wit in making fun of the man who would compute profits with percentages figured on his selling price. They seem to think the "good old arithmetic" is the sole arbiter of the question.

They entirely eliminate the equation of human nature.

I believe that the writer has as much respect for the "good old arithmetic" as he has for the good old anything else, but he believes also that the world moves; that you can't stand pat on

the methods of statement indulged in by the old arithmetics, any more than you can stand pat on anything else in the world.

Science vs. Practice

Scientifically, two and two always make four. Practically, two horses and two cows are neither four horses nor four cows, but four animals.

So you must always be careful in the statement of your facts, because one statement does not always equal another.

From an article printed nearly a year ago, I get an illustration of the principle involved in the statement of the foregoing problem of figuring profits on the price.

"You will find in every arithmetic such examples which are scientifically true, but which do not allow for the false thinking of a great many very practical men. A man buys a horse for \$50.00, and sells him for \$75.00. What percentage of profit does he make? Answer, 50%.

"The arithmetic figures the percentage of profit on the \$50.00 and not on the sale.

"The consequence is that our good teachers have led us to think of the percentage of profit from a standpoint that makes men think they are making much larger profits on the business they are handling than they really are. This makes them prodigal of expense, and very often leads to a failure, which with a more thorough knowledge of expense from a practical, everyday standpoint could have been avoided.

"Suppose a man has in contemplation a horse for sale on the basis of the above transaction. A horse broker approaches him and offers to conduct negotiations. He asks a commission of 33 1-3%. Now, the owner of the horse, believing he can get \$75.00 for him, and having a profit of 50% in sight, agrees, and the broker having completed the transaction, renders the bill as follows:

"Sold one horse at.....	\$75.00
Commission 33 1-3%.....	25.00
	<hr/>

"Due seller..... 50.00

"In other words, the seller's books show a profit of 50%, entirely eaten by a commission of 33 1-3%. This problem is thoroughly descriptive of the difficulties of a great many of our smaller merchants."

Take An Assumed Case

Let us, for the sake of argument, and for the purpose of clarifying the situation that has been somewhat fogged by men who think from entirely opposite poles, beclouding the issue with the dust of ridicule instead of trying to clarify it by sound reasoning, suppose a man starts in a small shoe business, and in order to keep the problem in harmony with the one stated in the first paragraphs of this article, I shall assume a large expenditure for expenses, etc.

The amount of percentage, of course, has absolutely nothing to do with the principles involved in the computation.

Suppose our dealer buys his stock of goods and, as is usual in such cases, he priced them at what the wholesalers' salesman tells he ought to get for them.

At the end of the month he finds that he has done a business of a thousand dollars.

He has kept a close track of all the sales and finds the goods he has sold, at invoice cost, cost him \$680.00.

He finds that his total selling expenses, etc., are \$220.00, and thus he has \$100.00 as a profit.

He does a little figuring.

He assumes that his cost of doing business is 22% of the total amount of business that he has done, that being the easiest way

The Princess and Her Shoe

The accompanying cut represents a shoe worn by the Princess Patricia of Connaught. It is known as an aviation boot. It is made of melton cloth, with fleece lined, has fourteen inch leg, is partly laced down the front. The shoe carries a fairly high toe, Cuban heel, and is equipped with rubber sole and heel. It was made on a special last for Her Royal Highness and was sold to her by a prominent Ottawa retailer, who received \$20 for the pair, which is possibly a record price for a lady's shoe in Canada. The footwear is used for motor-ing or walking in cold weather. J. & T. Bell, Limited, of Montreal, who are the oldest shoe manufacturing house in Canada, were the makers. The firm are also producing an artistic creation called the Princess Patricia slipper, with beaded vamp and tongue and Cuban-Spanish heel, which is turned out in kid, patent, suede and satin.



to figure it. He has made a profit of 10% of the total amount of business. This is quite the natural way for the average man to figure it. Let us suppose, therefore, that he proceeds to replenish his stock with exactly the same kind of merchandise that he had before, and he thus buys another \$680.00 worth of goods. (We assume this simply for the sake of illustration). He gets the goods in and he says:—"I'll mark these to make 32% over cost, because I want to make 10% profit, and 22% will cover the cost of doing business, etc."

What does he get? He finds at the end of the month that he has sold the same amount of merchandise, but he has received only \$897.60 for it. In other words, he hasn't made his \$100.00 profit, but has actually paid out \$2.40 more than he received.

Had the retailer's knowledge of percentage been more thorough he would have realized that while the \$320 was 32% of his sales of \$1,000, it would be necessary to add 47% to the cost of the merchandise to get selling prices to total the desired \$1,000.

Where the Difference Comes In

Briefly, could it be argued with success that because \$320 was 32% of \$1,000, it therefore was 32% of \$680? But it is just there that our retailer fell down!

He has been guilty of two fallacies in his methods. In the first place, he has based the percentage of profit and cost of doing business on his volume of business, but applied these percentages to his cost price when it came to making new prices; and in the second place, he is not trying to make any money on the amount of capital paid out for rent, clerk hire, advertising, etc. It is just as real capital that pays the clerk to hand out the merchandise, as it is the capital which it takes to pay the wholesaler for the merchandise, and a man should make money on both, because both are part of the service which his capital procures for the purchasing public.

How should he have protected himself in the matter?

Let us figure it out a moment.

Our dealer has found that his cost of doing business is 22%. He wants a profit of 10%.

We assume that 100% is what he gets for the article. Therefore, we deduct the 32% from the 100% to find out what per cent. of the total price, the cost price is, because the cost price will be that portion of the 100% which is left after deducting the percentages required to pay the cost of doing business and the profit. We find, therefore, 68% of any selling price, where the cost of doing business is 22% and the profit desired 10%, represents what any article costs. Suppose the article cost \$1.00. We divide 68 into \$1.00 after adding two ciphers, and get \$1.47 plus as a result. Let's prove it. If a man sells the article for \$1.47 and is allowing 22% for cost of doing business, he gets 32 cents plus, for expenses. If he has figured on 10% of his business as profit, he finds that he gets 14 7-10 cents or 15 cents profit. Deduct your 32 cents cost of doing business from your \$1.47, and you have \$1.15. Deduct 15 cents profit, and you have the \$1.00 left.

The Better Way to Figure

So we have proven that it works.

And we propose to prove that this is the better way to handle the figuring of profit for a good many reasons.

Suppose a man wants to do it in the "good old arithmetic way."

What does he have to do?

He has found out that 22% of the total amount of business that he has done represents the cost of doing business.

He figures that if he makes 10% on the amount of business he is doing, that he would be making a fair return on the amount of his capital invested.

He understands that he is getting his percentages on the amount of his business, but he wants to figure his profits on his cost price.

All right.

We find by referring to the "percentages of profit tables," which I will be very glad to send to anybody interested, that, in order to make 32% of the selling price to cover your cost of doing business and to make a profit, you will have to add 47% to your

cost price. (You see our \$1.47 comes in on an article that cost \$1.00). In short, it doesn't make any difference whether you figure on cost or selling price as a basis, provided you understand that 10% profit of your gross business will not produce the profit when you use it as a profit to add to any given cost price.

A very simple illustration will suffice. Suppose your selling price on an article is \$1.00. You know it costs you altogether 90 cents to get it into the hands of the customer. You say, that's 10% profit. But suppose another bill of goods comes in and you say to the clerk, "Mark it up 10%." You mark it up 10% and it gives you 99 cents, doesn't it? It doesn't give you \$1.00, does it?

But if you kept in front of you the fact that 10% of your selling price meant 11.11% of your cost price, then when that bill of goods came in, you would mark it up 11.11% of the cost price, and the price would be 99 99-100 cents, which you would make \$1.00.

After all, therefore, it comes down to the question of the policy of figuring profits on selling or cost price. We know, what I believe all our readers will admit, that we can get very sadly tangled up sometimes. I know from a pretty wide investigation that many a retailer is to-day figuring in the dark with a result which is unfortunate, because he does not keep the percentages of profit from his cost prices.

We know that it makes a very great deal of difference how you look at a thing. It is important that the average man should consider every part of his business carefully.

Day of Scientific Management

This is the day when we are trying to consider things from a practical standpoint. The advantages of figuring your percentage of profit on the selling price and not on the cost, are obvious, if we will consider them openmindedly and dispassionately, and leave the good, old arithmetic—for it is a "good old one"—and while being profoundly reverent of the ancient problems yet know how they work in our everyday lives.

Thus, because a problem is stated in one way, doesn't mean that it can't be stated in another and the last be a better way of stating it. The following reasons for handling profits on a basis of selling price, are paraphrased from Thomas A. Fernley's book "The Right Way to Figure Profits."

1. The remuneration of salesmen, for instance, is figured on a percentage of the selling price, and is not figured on the cost price. Therefore, the selling price plan works in harmony with that.

2. The percentage of expense of doing business is based on the selling price.

If you talk and think of your percentage of profit on cost and your percentage of expense on selling price, nine cases out of ten, you will lose money before you get yourself untangled.

Some Pertinent "Beauses"

3. Because the mercantile and other taxes are invariably based on the percentage of gross sales. Therefore, it is important if you are figuring in your mercantile and other taxes in your expenses, to figure them in the same way in which you are figuring your anticipated profits and making your selling prices.

4. Because the sales totals are always given in books of records, cost totals are seldom, if ever, shown.

5. Because a profit must be provided for two items of capital. On the capital invested in merchandise and on the capital necessary for operating expenses and other expenses not properly chargeable to merchandise account. This is only possible by figuring a profit on the selling price.

6. Because it indicates correctly the amount of gross net profit when the amount of sales is stated. If you are figuring your percentage of profits through the selling price, a statement of gross sales for the day, or month, or year, would be a pretty accurate indication of what you should expect in the way of profit. The percentage of profit on sales is indicative of result of a year's business—percentage of profit on cost is not.

7. Because allowances in percentage to customers for cash discounts and otherwise, are always from the selling price. There-

(Continued from page 50)

A Catchy Shoe Window for the Fair June Bride

A Practical and Comparatively Inexpensive Display—Horse Show Trim to Capture the Trade in Larger Centres
—Some Timely Suggestions for Progressive Retailers—Details of Materials Used

By A. A. DAoust

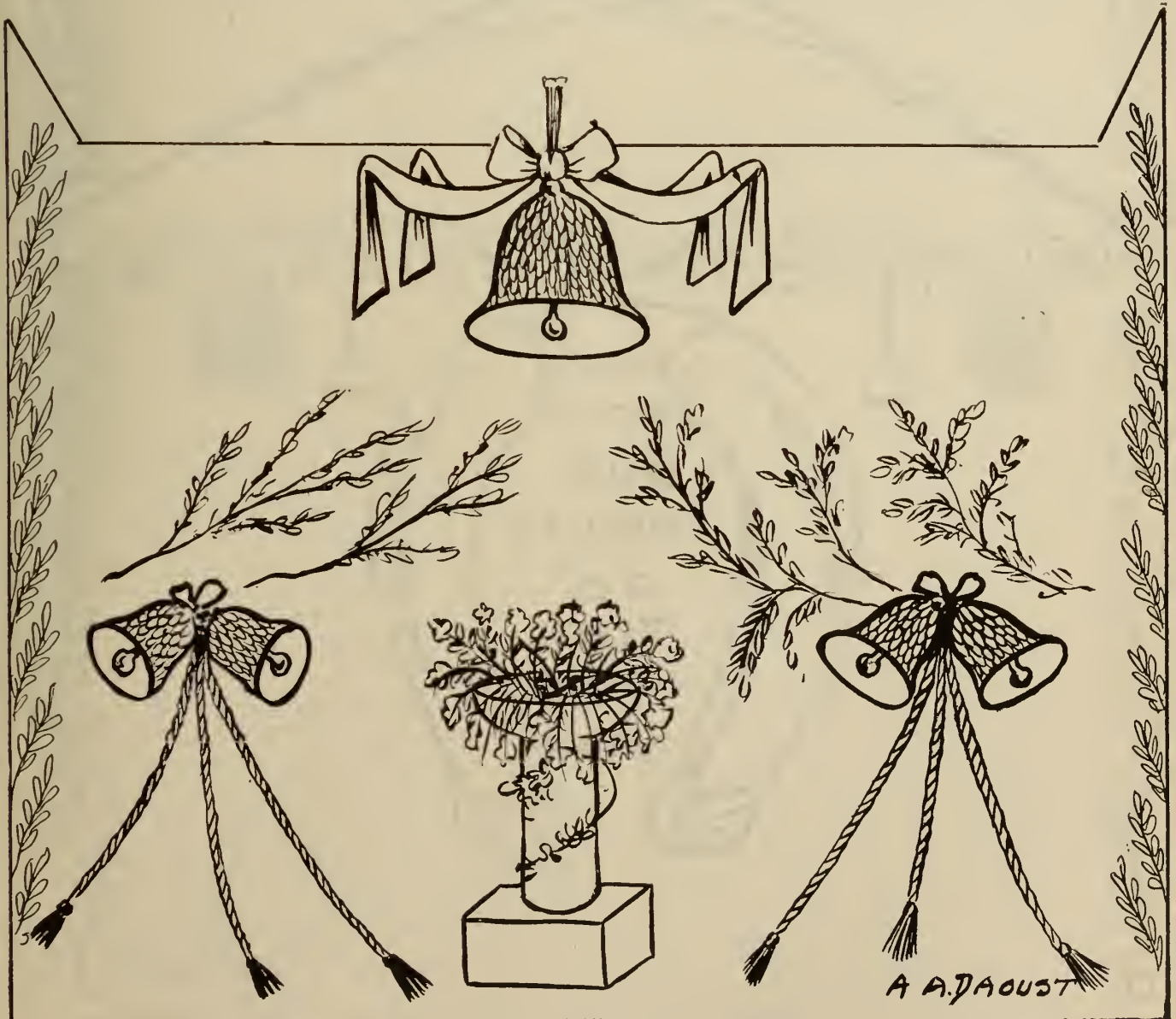
The SHOE AND LEATHER JOURNAL has inaugurated this window trimming department for your special benefit. Descriptive sketches and suggestions are offered each month, which, if you will avail yourself of, will undoubtedly considerably increase your daily sales. These ideas are not untried plans, but are furnished the SHOE AND LEATHER JOURNAL by one of the most successful men in his chosen profession. They need not be carried out too elaborately, but can be adapted or changed as desired, according to circumstances.

You can make a big increase in your cash sales by following out these suggestions as carefully as possible. That is what this department is for, and it is the earnest desire that you use these suggestions from month to month, and report results.

The latter part of May is the period in which every live shoe man should turn his thoughts toward the month of June, as the month in which very many weddings take place in every locality. The question in his mind should be, "How can I turn this condition of affairs to my particular advantage?" Herewith is a detailed sketch showing clearly how an elaborate setting can be carried out at a medium cost, and which will more than repay for such cost

the trouble and thought required to reproduce this display in the window.

Just here attention should be called to the propensity, all too common among shoe men, to refuse to try any display which appears the least bit involved or difficult. The main reason for this evidently is, that the shoe man looks at the display as a whole, instead of dissecting it feature by feature, and taking one feature in hand



An inviting June bride window.

at a time. In this way by following a well defined plan, either in his own mind or on paper, the merchant can readily build up a striking and attractive display.

Don't Crowd the Display

Again, however, the writer would call attention to the fact that it is not necessary to try to show a sample of every new style

in the store. In spite of the general tendency in this direction, we must express emphatic disapproval of such methods of window dressing. The consensus of opinion among all the most successful window dressers, is to the effect that a crowded display not only causes the onlooker to have a poor opinion of the store, but it also prevents him from picking out the particular style he is after, as he is confused with the multiplicity of shoes in the window.



Morcover, there is the other side of the question to consider. When a window is jammed full of shoes it means a great deal of sorting and taking down stock from the shelves, which work has to be duplicated when the window is taken out. And, it makes the store look too much like the sample shoe store, which is the very last thing any retail shoe man should wish to be compared with.

THE JUNE BRIDE TRIM

Details of the June Bride window sketch herewith shown, are as follows: The five bells in the sketch may be made on wire, taking care that the proper shape is given to the wire. It would be better to have the work executed by a florist if at all possible. These people have facilities for this sort of constructive work, and can cover such a frame with flowers far more artistically than can any shoe man, no matter how expert.

However, if there is no florist in your town the easiest and cheapest way to cover these bells would be to use fine white tissue paper next to the wire, and then use small white roses with foliage. These can usually be had from florists padded with moss, so the trimmer will be able to make a better job fastening foliage upon them. If necessary, artificial flowers and decorations can be used, and if the window is to be left in for any length of time, this will prove to be the best investment. However, if the window trim is only to be allowed to remain for two or three days, as is usually the case in stores in the larger towns and cities, it would be more natural and seasonable to use real flowers, if at all possible.

It will be noted that the bell at the top is fully twice the size of the other four bells fastened to the cross piece in the window. The actual size of these bells must, of course, be determined by the judgment of the shoe man, who will know best what space he has to work in. An electric wire should be run through into the centre of each of these bells, using a bulb frosted white at the end to give it the effect of a real bell. It should hang down far enough in the bell to make it appear like a regular clapper, also to be readily seen.

Further Details

To make a pedestal in the centre, construct a square base of one-half inch lumber and cover this with white felt. On top of this fasten a round post, which should also be covered with white felt. These posts can be secured from any dry goods store, that sells oilcloth or carpets by the roll. To make the flower holder on the top, buy a large chopping bowl, gild it, and after filling it with moss, use foliage and white roses, or other light colored flowers to complete the decorations, taking good care to make these hang from the bowl. Of course, here again, if necessary, good artificial flowers may be used.

Wide white ribbons should be used with the bell at the top, and fastened after the style in the illustration, and white cushion cords with the small bells at the side. These are easily secured at the dry goods stores.

If the window has not a cross piece, as in the sketch, cut one out and cover it with white felt, hanging the bells at each side, as in the sketch. This cross piece should run from side to side about the centre of the window and not quite half way up from the floor. Note, also, that the frames of the window should be covered with as much foliage and flowers as possible to carry out the idea.

Don't Forget Purpose of Display

As the purpose of the display is to sell footwear of all kinds to June brides, any footwear used in the display should be suitable

HAS THEM ALL BEATEN

I find a great many say and I often hear that your Journal has all similar publications beaten, not only in Canada, but that it can teach publishers on the other side of the line many things in the production of a good shoe paper.

R. B. McPHERSON.

Vancouver, B.C., May, 1912.

for the trousseau. Remember that the bells should be made as white as possible, and as a counterfoil for this, white silk for the flooring would look extremely handsome.

As stated previously, this whole display can be carried out with white artificial flowers, and these will give beautiful and rich effect. Put only a few shoes in each window, and remember that the money expended on such a display will not only bring immediate results in increased sales, but it will also give the store a prestige that it has not previously enjoyed, if little attention has been given to window displays heretofore. This whole display can be carried just as elaborately, or inexpensively as the trimmer desires, and full information can be secured from the writer as to where all necessary artificial foliage can be purchased, provided a stamped self-addressed envelope is included in the letter of inquiry.

HORSE SHOW WINDOW

This sketch can be carried out at a very small cost, and by using the different colors that each city has for its Horse Show, a handsome background for the display of shoes can be secured. The large horse shoe in the bottom centre of the window is made of wood, covered with suitably colored felt, and costs practically nothing, as it can be cut from shoe case lumber with a small circular saw. A more elaborate horse shoe can be made of wire all covered with puff silk, and using different colors for the nail holes. Care must be taken to use silk harmonious in coloring with the regular horse shoe colors. If the shoe man has not a good idea of color harmony, he had better call his wife into counsel to help him out, as any clashing of colors would spoil the whole scheme—at least for fastidious women onlookers.

This Trim Easily Made

Any florist can make the above wire shape at small cost; or, such a shape can be secured from people making wire shades, and the work of that kind. The small shades at each side can be made of cardboard with a covering of tissue paper or silk, the fringe being made of either of these materials as desired. The horse shoes at the top can be procured from the local blacksmith and gilded, which gives a rich effect. Of course, these shoes can be borrowed only, and can be returned after the display is taken out. The whips, stirrups, etc., can be borrowed from the local saddle or harness maker. In such cases a small card so placed as to be seen readily, yet not to obtrude itself upon the display as a whole, should be placed in the window, giving credit to the firm from whom these materials are secured. This is only common courtesy, and it enables the shoe man to borrow his articles more readily, because, when seen in such an attractive display they prove a splendid ad. for the lender.

If the window has not a cross piece in the center, as in the sketch, one can easily be made and nailed across the window after the fashion of the one in the June Bride window.

Use Plenty of Foliage

Plenty of seasonable foliage should be used to cover the frames of the window all round, also the cross pieces. A large card shaped just the size of the inside of the horse shoe should be made, worded according to the fancy of the shoe man. This card should be neatly executed, as a poorly written card would spoil the whole effect. The wording shown in the sketch is merely offered as a suggestion. Such a card will round out the whole display very nicely indeed.

Cover the whole window flooring with ground cork, which can be bought at about five cents a pound in the average locality. It should be procurable at the druggist's, or, possibly, at the grocer's. If this cannot be secured, the writer will be only too pleased to forward information regarding same. It should, however, be easily procurable.

The whips should be fastened to the upper rear part of the window, in the manner shown; these can also be procured at the saddler's. More whips in different positions, will add to the attractiveness of the display, also a few gilded horse shoes on the bottom. Like the previous sketch, this idea can be carried out as elaborately or as cheaply as the shoe man requires.

Some Stray Shots from "Solomon"

There is no hatred like that of a man for the fellow he has injured by his crooked tongue. If you want to know why some men are so bitter against their neighbors, just find out what they have done to the latter. Nine times out of ten they have done some dirty trick and they hate the injured instead of hating themselves for their meanness. It is the law of the jungle to hate the victim. This is the distinction between a real man and the wild beast. "A lying tongue hateth those that are afflicted by it." The slanderer tries to justify his venomous tongue by proving that the man he has wronged is at least as bad as he is. "Love your enemies" is the motto of the good. "Hate your victims" is the creed of the harpy. Get your knife in and turn it around, is the aim of the moral assassin.

It is better for a man to listen to honest criticism than to be humbugged by false friends. The man who says "Yes, yes," to everything you say, give a wide berth to. He is either too much of a jelly fish, or he has some purpose in his flattery. "A flattering mouth worketh ruin." Many a man has been led on to business as well as moral perdition by the honeyed words of some liar who laughs behind the back of his victim as he utters them. We don't like plain talking when it puts us up against our weakness, but it would be better for us many a time if we had those who would not hesitate to point the finger of condemnation at us and say, "Thou art the man." No real man is ever injured by honest criticism, and the best are often led astray by the wiles of the flatterer.

The man who "didn't mean to do it" is a brother to the fellow who says "I was only fooling." Many a thing said in jest has been more cruel in effect than that uttered in earnest. There are few people who take refuge behind "humor" as an excuse for a nastiness that is tenfold more despicable and injurious than if it was clothed in its regular garb. "Half in jest and whole in earnest" is the most deadly kind of stiletto to use in a man hunt. "As a mad man who casteth firebrands, arrows and death, so is the man that deceiveth his neighbor and saith, am I not in sport." When you want to "do" your neighbor take a gun or club and face him. Don't sneak up on him with the Judas kiss.

Get out of conceit with yourself. That doesn't mean to lose confidence in yourself, but get it into your head that it is possible for you still to pick up a few ideas. There are two classes of business fools--the one which listens to every blatherskite who butts in with advice, and the other which despises anything that comes from anywhere else but his own small brain. "Secst thou a man wise in his own conceit, there is more hope of a fool than of him." A fool stands a chance when he listens to the wise, where the ass who cares for nothing but his own ideas and whims can't have horse sense licked into him with a stick. An open mind, not a vacant mind is a result of successful achievement.

If you want to do any "skinning," try it on the rich and not on the poor. "He that oppressteth the poor reproacheth his Maker." There is a Providence that exacts recompense for the wrongs of the poor. Don't forget that. The money you have made out of those second mortgages that you have had big interest on, and finally foreclosed may look good to you, but it will be found on you when you get to the other end of the road. The only thing a man can take with

him into the next world is the record of what he steals or squeezes out of his fellows. It has to go through with him to be put in evidence. But seldom does money got by oppression stay with the man who gets it. There is something about meanness of this kind that hangs it in the long run. "He that oppressteth the poor to increase his riches shall surely come to want." Some may seem to dodge this fiat of Providence, but you only need to look around to find it proven.

There are a lot of people who, if all their needs were fully provided for, would want somebody to put their food into their mouths for them. It is said that "Job's turkey" was so poor that it had only three feathers in its tail, and had to lean against the fence to gobble. There are some men who are so lean morally that if they were given abundance they would complain of the trouble of cutting and masticating their food. "The slothful hideth his hand in his bosom; it grieveth him to bring it again to his mouth." There are men so lazy that if they were given an automobile and chauffeur they would kick because they had to climb into the tonneau. The lazy devil is a hard master. His cry, like that of the horse leech is "Give, give."

Don't be a party to keeping up strife. Do your share in the work of peacemaking in the world by keeping your tongue still as far as quarrels are concerned. "Where no wood is, there the fire goeth out." If people would only stop carrying about stories a great many of the troubles of life would disappear. What people say concerns us so much, unfortunately, that we are affected by every rumor that gossips start. If we cared less for our reputation and more for our character, we would not be quite as much interested in what people say of us, but, alas, we keep our ear cocked for gossip, and this invites trouble. Busybodies are responsible for many a shipwreck in life, and in the great revelation of all things we will find that many a life has gone down in a despair that was brought by the heaping of fuel on the fire of rumor.

What's bred in the bone comes out in the flesh, and what's thought in the heart is seen on the lips. You can no more get clean speech from a dirty soul than you can fresh water out of a frog pond, or pure air from sewers. The reason some people's words are as fresh and sparkling as childhood is because they are themselves child-pure in their hearts. "He that loveth pureness of heart for the grace of his lips the king shall be his friend." There is nothing that shows the man so much as speech. "Thy speech bewrayeth thee." You can no more hide your character when you get your tongue going than you can disguise the contents of a bottle of aqua fortis or attar of roses when you take the cork out. Are you aqua fortis or attar of roses? Is your place in kingly company or with bar-room loafers?

Get rid of anybody around you who is always criticizing and fault-finding, especially one who sniffs at everything that is "good." The old conundrum, "What makes more noise than a pig under a gate?" has another answer. One squealer in a shop or family will set more nerves on edge and do more downright harm than all the pigs you could put under any gate. He will get everybody into the habit of grunting or knocking if you don't get rid of him. "Behold how great a matter a little fire kindleth," yea, how much heartburning and mischief one bad tongue in a community can cause is hard to compute. "Cast out the scorner and contention shall go out; yea, strife and reproach shall cease."

Apportion a Set of Numbers to Each Section

A Practical and Simple System of Keeping Shoe Stock—What To Do in Case of Repeats—Entering Goods in the Books and Checking Off Each Pair Sold—A Few Good Rules

By A. L. WRIGHT

I will try to describe some of the clearest and most practical systems of stock keeping that I have come in touch with. I had, some time ago, the privilege of spending several months in connection with what is probably the largest retail shoe business in Montreal, and was able to observe the working out of the system which I shall describe.

To begin with, any "system" to be at all thorough, may appear at first sight, to the smaller dealer, to be somewhat intricate, but it will be found worth while to familiarize oneself with details. We will suppose all lines are received in "uniform" cartons bearing the firm's (not the maker's) label. Our plan is now to divide the stock into sections and apportion a set of numbers to each section, as follows:

Infants' lines.....	100 to 298
Childs' lines.....	300 to 598
Misses' lines.....	600 to 898

Youths' lines.....	900 to 1198
Boys' lines.....	1200 to 1498
Women's lines.....	1500 to 2000
Men's lines.....	2000 and up.

Line numbers to be clear and easily followed might read: 600, 602 604, etc., the hundred and fifty numbers thus provided will probably be found ample in any of the lines, except the "men's" where there is no succeeding line to limit its extension!

In the event of line 488 having been repeated on and coming in, finds 7 pairs of the original lot still on hand, the new lot takes the even number 488, the left over lot being marked X after stock number, and reading 488X. Our section numbers must again be sub-divided according to the different leathers, and fabrics, for instance, men's patents, 2000 to 2200. tan calf to 2300; gun metals and calf to 2600; vici kid 2800; grains, to 2900; splits to 3000. All the other lines, women's, boys', youths', etc., to be sub-divided.

AN ORIGINAL HORSE SHOW WINDOW DISPLAY



The accompanying cut gives some idea—although it must be confessed that it is not an adequate one—of the windows which were part of the display by C. E. McKeen Shoe Store Co., during the fifth annual horse show in Vancouver. The competition was a vigorous one, being entered into by a large number of stores, while many of the exhibits were elaborate and even extravagant. C. E. McKeen's shoe store windows captured first prize in the contest, they being considered the finest and most original. In the women's window, a daintily dressed and attractive doll of large size is standing in the background driving a four-in-hand, the ribbon reins being attached to miniature ponies, placed on pedestals. In the men's window, several beautiful ferns and potted plants lend an attractive background to the display. It will be noticed

that the walls are hung with seasonable pictures, and that the show cards are particularly apropos, the horse shoe at the top encircling the head of a steed, which is being held by a fair equestrienne. At the back of each window was the expressive motto: "Enjoy life with the ponies," and on either side were pennants referring prominently to the great event, which was held from April 22-27, and was a big social success. The windows were artistically trimmed by R. B. McPherson, who is an expert in the line of picturesque presentations of footgear. The manager of the store is W. W. Ingledew. The highest grades of shoes are carried, and a very satisfactory trade done with those who desire smart and stylish coverings for the foot and are willing to pay a fair figure. The motto of the company is "From tannery to foot."

The use of numbers will be found very convenient for the different lines in stock in your store.

We now come to the "stock arrangement" wherein the foregoing is so essential. The only proper shelving is the single carton system from 9 to 12 shelves high from baseboard up, the divisions between holding eight men's or 10 ladies' cartons. One side of the store we will name down to a certain section, our men's department; then follows our boys', our youths', etc. Similarly, the other side: women's, misses', children's. Beginning at the front of the store in the men's department we now find if our stock has been numbered as above, line "2000," our best patent button to sell at \$6.00 (always running button boots before lace), beginning with smallest size, 4 D, is placed on lower shelf at left and follows to right and then continuing in shelving from left to right until all of the 2000 D's are placed, then begins 2000 E size 4, and follows along until exhausted, no matter where in the shelving. Line 2002 the smallest size and width immediately follows, and so with line 2004, working from our best to our cheapest patent button, which

is followed by our best patent lace working down the price grade and up in numbers.

Numbers Will Run Consecutively

If the above schedule is carefully followed it will be evident that our numbers will run consecutively higher as we progress down the store, the better lines being to the front, and where our patent lace ends, our tan button begins, and so on. It goes without saying that all stock is entered in the stock book on being received, as 60 pairs, line 2284, or whatever the number may be, and each pair sold is checked off from the sales slips, which show the number of line disposed of, always revealing how the stock of any certain

This system of placing stock is like turning the pages of a book, and just as simple, if you keep in mind the schedule. Patents tans, gun metals, vici kids, grains, splits, buttons, always preceding lace, running your \$5.50 tan button, then your \$5.00, then \$4.50, right down to the cheapest tan button before beginning tan lace, \$5.50, \$5.00, etc.

Disputes Between Leather Buyer and Seller

There Is No Legal Machinery for Their Adjustment—Tanner Believes That Question is of Vital Importance and That a Referee or Inspector of Measuring Machines is Necessary—A Case in Point

The Canadian tanner has his grievances like other men. He can make a sale of so many sides of leather and charge the customer, who may be a shoe manufacturer, so much per foot. Now, in case a dispute between the customer and himself arises, who is to settle the difference? There is no medium, no officer or no tribunal which can adjust the trouble.

"Such a matter as this has caused me to do considerable thinking of late," remarked a Toronto leather merchant this week. "Now in the case of hides and skins, there is an inspector to whom the matter can be referred. He is appointed by the government and stands between the seller and the buyer at all times. The buyer can purchase the hides flat or subject to inspection, which ever he pleases. When bought subject to inspection they are classed as No. 1, No. 2, No. 3. There is no room for a jangle. The inspector is the arbiter in such affairs. The buyer hands over five cents per hide for inspection, and whether it pays him to take inspected stock or to buy it flat, is a matter for his own discretion. Now, after a hide is tanned, the tanner sells the leather. It may be at 25, 28 or 30 cents a foot. The vendor contracts to take so many skins, and the vendor, of course, puts these through an automatic measuring machine, and charges so many feet. I will give you an example of what I mean, which will more clearly illustrate the point at issue. A man who has long been a patron of our firm; in fact, was a personal friend, came into the office not long ago and said he believed that he was being cheated on certain stock; that he was not getting the number of square feet for which he was paying. He told me that he thought of putting in a measuring machine. We discussed the matter, and while he had every confidence in our firm, he said that he had reason to believe others were doing him. Well, instead of putting in up-to-date, thoroughly modern machines, he went and secured one from some place—I don't know where, and installed it. Next time he bought sides from us, we put them through our machine and found that they measured so many feet. My friend came back a few days later and told us that our machine must be wrong, as he found that he was billed for many more feet of leather than his machine recorded.

I'll Not Go Back On It

"How do you know that your machine is correct?" I inquired.

"Well," he answered, "it is true to square and if it is accurate on a paper square of 8 feet, it must be correct when it comes to the matter of hides.

"We discussed matters for some time and naturally the con-

versation grew very warm. I offered to take the hides back and have them measured on a machine of the very latest type which had been installed by another leather house. I invited him to be present at the measuring, but he would agree to no such condition. He declared he had no reason to go back on his machine, which he believed was as good as any, and no mere hearsay would convince him to the contrary. Well, I went and got the sides that we had sold him and, for my own satisfaction took them over to this very latest machine. I found that the measurement on the whole lot tallied exactly with our own machine which, while not a modern one, we assumed to be correct. I told my friend that his machine evidently must be wrong, as the most modern one invented had verified the correctness of our own estimate. He still, however, maintained that his own was just as good as any, and though I called it a "second-hand, cheap john one," he refused to abide by the record of any other. He stayed away for some time, but finally came back and is dealing with us again.

A Court of Appeal Necessary

"To make a long story short, there should be some system whereby machines would be inspected the same as scales, bushel or peck measures, etc. It would obviate much misunderstanding and unpleasantness. There is no one, as I have pointed out, to refer matters to when a buyer and seller do not agree on the exact number of feet sold. Each man may have a machine and believe in it as he does his own watch, but that does not guarantee that the outfit is correct. Now, there should, I contend, be an inspector, or some other competent official or board, to settle just such matters as I have spoken of.

"I think this is a question that the tanners' section of the board of trade might very profitably take up and bring pressure to bear upon the government to arrange for a regular inspection of machines, or appoint some official who would be a referee in matters arising where both parties are convinced they are dealing in good faith, but cannot agree upon figures. There is no more important proposition, to my mind, in connection with the tanning trade, than the one that I have briefly outlined. I know whereof I am speaking, as several instances of disputes have come under my notice and there has never been a safe or satisfactory method of settlement."

Just because the dust has been wiped off from the show case once to-day is no reason why it should go until to-morrow before being dusted again if it needs it before.

Increased Shoe Cost From the Factory Standpoint

Serious Jump in Leather Prices, Particularly Calf Skins—Other Items That Have Hit the Producer Hard—Labor Demands Additional Wages and Have Helped—A Review of Conditions

Retailers considered the manufacturers were bluffing when they stated early in the year, through the medium of representatives of the *SHOE AND LEATHER JOURNAL*, that prices would have to go up on practically all lines of shoes. Many of these retailers said that they had heard the same story before, and that nothing had come of it. But they reckoned without knowledge of several very important factors in the situation—factors which the manufacturers had full cognizance of, to their sorrow, in many cases.

The first of these factors—and the most important—was the series of jumps taken by leather prices, in which most varieties of leather were included. Calfskins have proved most prolific in surprises, especially tan skins. When a manufacturer pays 31 cents for tan or gun metal calf, as more than one did last week, it is little wonder that he begins to look in some direction for relief. The significance of this is the more evident when it is realized that the volume of shoes now being manufactured, into whose composition calfskins enter largely, is increasing each season. It is also a fact that it is next thing to impossible to get some of the best grades of calfskins—so much so that more than one manufacturer has been in the market for the choicest grades of box kip, as an alternative choice. In fact, tanners handling the finest quality of box kip have been busy taking down orders, partly because of this situation, and because a fine kip is better than an indifferent calfskin.

Some Other Features

Now calfskins are only one feature. Practically every leather has gone up, either in sympathy, or because of a genuine shortage, as in the case of calfskins. Sole leather is more than usually expensive just now, and an increased price in this commodity hits every manufacturer alike, no matter whether he manufactures welts, turns, Mackays, standard peg, or what not? He must use large quantities of sole leather, and his pocket book gets a severe jolt when the price jumps a few cents.

Moreover, every sort of accessory has gone up as well, during the last few months. Threads, cotton linings, fabrics for toppings,

and others too numerous to mention have felt the upward swing due to increased cost of production; and the manufacturer has been the man to get hit by the price increase every time.

Hit Him Very Hard

Then labor demands, such as increased wages, shorter hours, better working conditions, etc., have caused the manufacturer much added expense, although in this particular he is but sharing the burden of brother manufacturers in every line. It is in the price of raw materials that the shoe manufacturer, through no fault of his own, has been hit unusually hard.

There was only one way to recoup himself, and that was by charging the retail trade and the jobber as well, an increased price for shoes of practically all grades, and this has been done? In the case of the better grades of footwear, the increase has run from 10 to 15 cents per pair, or about 5 per cent. on an average. Cheaper grades do not feel the increase so much. It is only a small matter for the retailer to recoup himself by asking his customers to pay slightly more for their shoes. It is the only way out, and should not be difficult to manage if sufficient tact and determination are put behind the retailer's effort to increase prices. Sooner or later the increase had to come.

When Will It End?

We have had a hint or two lately of the volcano that smoulders beneath the surface of business conditions on this continent as well as Europe. The recent railway troubles in England, and latterly the coal strike there and that in the United States have added their warning to those already sounded by the recent revelations in connection with the bridge workers organization of America as to the gathering storm involving capital and labor. Civil war will not be a circumstance to the situation that promises sooner or later to be precipitated by a deadlock between those who provide money for industrial enterprises and those who furnish the labor.



The imposing front of Sippel, & Hagen's Shoe House, Berlin, Ont., showing an attractive window trim.

Retailers Should Face the Situation as It Exists

Public Generally Has Little Definite Knowledge on Shoe Values and Will Not Object to Increased Price—Majority of Dealers Who Have Paid More, Are Asking More—Are Odd Prices Feasible?—Some Opposing Views

The advanced price of footwear is now so universal a topic of conversation, and occupies so large a place in the relations of the buyer and seller as well as manufacturer and tanner, it has become firmly fixed in the public mind that a raise of a considerable amount is both justified and justifiable, under existing circumstances.

The SHOE AND LEATHER JOURNAL in this issue presents further interviews with representative retailers on the situation. They all appear of one mind, i. e., the public will have to pay more to get shod, and the quality of the shoe should not be allowed to deteriorate, owing to added cost of raw material and manufacturing. A prominent retailer remarked the other day that it would not be long before any shoe worthy of the name, particularly in fine wear, could not be retailed at less than \$5.

The public might as well make up its mind that it has to pay more than in the past, and the manufacturer who says that he can produce the same kind of a shoe to-day that he did a year ago without asking more for it—well, he will bear watching, and so will his goods. Every indication points, in connection with spring and summer samples, that prices will go even higher. Quotations for calf skins are increasing constantly, and one prominent tanner stated this week that, so far as he could judge conditions, the expense to manufacturers will be fully 8 cents per square foot higher than a year ago, when the same grades of skins are taken into consideration. Not only in upper stock but in bottom stock counters, box toes, linings, and practically everything else which enters into the consumption of a shoe are showing decided tendencies to increased cost and, therefore, conditions might as well be recognized as they are.

There is no sense in the retailer trying to please a thankless public by doing business at a less profit simply because he is afraid somebody is going to institute a kick or buy boots from another man up the street. The other retailer has to live and, while he may hold out for a while doing business at a minimized profit, the high cost of living, rents, help, insurance, etc., will get him in time. The man who has the courage to advance prices at once in the same ratio that he has to pay for the goods is the one who will come out right in the end. There is no rhyme or reason engaging in business and investing a large amount of capital in it unless there is an adequate return for the outlay of time, risk, labor, uncertainty and struggle.

Dear Public Must Pay

Fred Jackson, of Clinton, Ont., says that whatever advances are made in shoes, the dear public must pay. He has found an increase in nearly all lines from 5c. to 10c. up to 25c., and has raised the price on a number of shoes from 25c. to 50c. Customers realize more than they did some years ago that it does not pay to buy very cheap shoes. Mr. Jackson has not tried selling at odd prices and does not think the plan practicable, as it induces the habit of bantering. On a \$3.15 shoe, patrons want 15c. off; the same way with shoes selling at \$4.85 and \$5.85, when the merchant will be asked to throw off the 10c. Mr. Jackson adds: "I believe, though, that persistently maintaining odd prices would, in the end, wear out this habit. The most trouble occurs with shoes priced at \$1.10, \$2.10, \$2.15, \$3.15, etc. If shoes advance as much as 15c., I do not think the retailer should raise his price by 50c.—25c. would answer."

Calls Odd Prices A Fad

W. L. Tuttle, of Halifax, N.S., finds that there has been approximately a 5 and 10 cent raise on all lines of shoes. He has not noticed any deterioration where there has been no advance in price. He has raised prices on various lines from 5 to 10 cents and 25 cents per pair, and does not find that his clients object to paying the higher figure. He has never tried selling at odd prices.

He concludes: "I do not think it is necessary to charge odd prices. I think it is a sort of fad. Every maker or retailer can arrange to have all put into, say a \$5.00 boot that he can afford to for the money. The retailer should get the same profit, whether the prices are odd or even. I fail to see the advantage that the consumer receives by odd prices."

The Public Getting Reconciled

Hugh MacKay, of Trenton, N.S., says some shoes have advanced 15 cents per pair, and he has raised the selling figure from 10 to 25 cents on many lines. The public do not object to paying it as they are getting reconciled to the higher figure. He has sold goods at odd figures and says it works all right in his town, and he has no objection to it whatever. "In my experience," he adds, "I found that some manufacturers advanced the prices and reduced the quality to a certain extent, no doubt, to meet competition from other manufacturers, and at the same time they endeavored to lead the retailer to believe that theirs were the best priced goods of the kind on the market."

Takes a Common Sense View

J. T. Heath, Orillia, Ont., goes extensively into the question of increase. He says all products from cowhides have advanced about 8 to 10%. Dongola kids, etc., from 3 to 5%, and that all round the advance will average about 6 to 7%. As to what the average increase is per pair, it depends upon the class of goods. For instance, a good reliable house in men's fine shoes sold us lines last season for \$3.00. This season, they are asking \$3.25 and \$3.35. We have found that where shoes have not gone up in price, there has been, in most cases, a deterioration in quality. We have certainly raised retail prices, enough to cover the advance. A shoe, on which the former cost was \$3.00, we sell for \$4.00. At the advance figure of \$3.25, we now get \$4.50. Another illustration is that where a shoe on which the former cost was \$1.55, and which we disposed of for \$2.00, now costs us \$1.65, and we have to dispose of it at \$2.25. Customers do not object to paying the advance in high-class goods, but in the cheaper lines, they offer some protest. We have tried selling at odd figures, but not generally. We believe the plan is practicable. Of course, the object of odd figures is to impress the public or buyers that you are retailing at very finely cut prices and small profit. This goes with a certain class of people, but with the majority, we can just as well get \$4.00 for a shoe as \$3.85, or \$2.00, as well as \$1.90. When a boot advances from 5 to 15c. more per pair, I do not think the retailer is justified. . . in tacking on an extra 50 cents—but if we pay \$1.15 and sell for \$1.50, and the advance is 5 cents, making the cost \$1.20, we will sell for \$1.60. If there was a jump of 15 cents, we would probably charge 25 cents more than we formerly did."

Get Busy and Raise Prices

W. J. Symington, of Dundalk, Ont., says he has not raised prices on any lines as yet, but on an average he has to pay 10% more per pair for shoes. Where the figure has not gone up, he thinks the quality has gone down. Mr. Symington finds that customers do not object to paying a higher figure for the better grades. He is not an advocate of the odd price practice. He however, thinks it is advisable in some cases in order to dispose of odd lines. When a shoe goes up in price he does not believe that the retail figure should be jumped more than the wholesale, but that it should be advanced according to the amount of the original cost.

Staunch Advocate of Odd Prices

J. D. Climie, 30-32 King St. West, Hamilton, says, "Four or five of my fall orders are already placed. On some few lines

(Continued on page 49)

ILLUSTRATE YOUR SHOE ADVTs.

ORDER BY NO. ONLY

EACH CUT 50c.



308



328



329



319



332



312



311



282



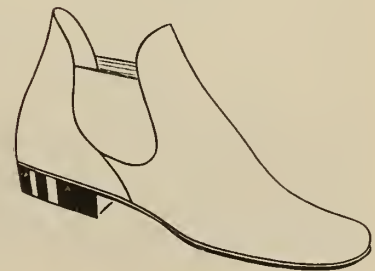
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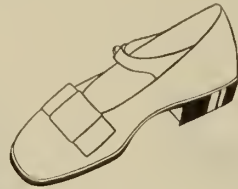
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ORDER BY NO. ONLY

EACH CUT 50c.



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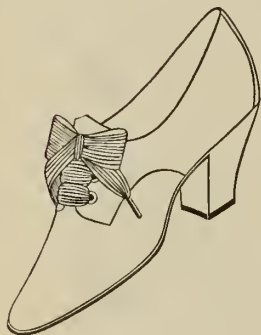
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301



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THE ACTON PUBLISHING CO.

TORONTO, ONT.

Retailers Should Face Situation

(Continued from page 46)

I have paid an advance of 5 cents per pair. I placed all my orders very early this year. I find that the samples are all right, even when there has been no advance in prices, as manufacturers know that I will return any shoes not up to the sample. I am still selling all lines at the same figure. I understand, however, that some pairs have been advanced since I have placed my orders. I certainly think that shoes bought at the old figure will have to be carefully examined when they arrive in the fall. Regarding odd prices. I would say that I have tried them successfully, and they are perfectly practicable. Some three years ago I had to change my prices in order to meet the manufacturers' advance. I find no trouble in instituting odd prices. If the manufacturer raises his figure, say 10 cents, and I wish to continue handling the line—I advance the price 10 to 15 cents. I do not consider that, where a merchant has to pay 15 cents more per pair, he is justified in charging a customer 50 cents more. I am selling shoes to-day at \$2.15, \$2.40, \$3.35, \$3.65, \$5.25, \$7.25, etc. I am a strong advocate and believer in odd prices."

Charge Higher for Fancy Lines

J. O. A. Vadnais, Richmond, Que., says: "I do not find any increase in the price of shoes except an advance of about 3%. My prices have been the same for over a year now. So far as the public is concerned around this vicinity, there are very few who know the quality of a pair of boots, so they do not object to the price that is charged. I have tried selling at odd figures and find that I had frequently to come down to regular prices or else lose a sale. Odd prices are all right in cities, but not in a small town like this where everybody knows you and will try to beat you down. I consider that a merchant should have a profit percentage on all fancy lines higher than a staple and stick to only one price."

Raised Prices on Some Lines

L. F. Falardeau, of St. Roch, Quebec, says that he finds that he has to pay more for shoes of all grades than he did a year ago. The increase is from 2½ to 10%. Where the price has not gone up, he considers the quality has deteriorated. He has raised prices on certain lines, but not on special goods. Customers do not object to paying the higher figure, when prices have been honestly raised. He has never tried the matter of retailing at odd prices. He contends that odd figures can never be made to work fairly in the shoe business, and does not believe the plan is practicable. Mr. Falardeau adds:—"In the boot and shoe retail business it depends upon the class of customers and the style in which the goods are made, whether you should advance prices say by 50 cents retail when there has been an increase of only 15 cents wholesale."

Too Many Style Changes

Fred R. Foley, of Bowmanville, says it seems a pity that there should be such a constant change of style and variety in shoes. He believes that he is paying more for shoes, but the lasts are altered so frequently, one cannot tell how they compare with last year. Continuing, Mr. Foley says: "I have no idea what the average increase is. I am not looking out for values. I take what seems to suit and regulate the retail prices according to cost. I think our wholesalers are a pretty reliable class, and I just make the best selections I can. I have not raised prices as yet, but I often feel that I am selling too close to make a good profit. With regard to whether the customers object to pay a higher figure for better grade of shoes, I would say that the ordinary customer has not a very definite idea of values. This has been my experience in the main. This can be very easily ascertained if one only tried it for a bit of a joke. The public is so accustomed to the cry of advanced prices that it just smiles good-naturedly and pays up and we poor merchants eat as much butter and eggs as when prices were low. I have tried odd prices on shoes in a few cases, but have never given the plan a general application. If a shoe is raised 15 cents per pair, I do not think the retailer is justified in advancing the figure

by 50 cents. 25 cents should be sufficient. I have some conscience for the poor family man as he has hard enough going as it is to make ends meet. Now I must go out and work in my garden, which takes up every available spare minute I have. There is also a big lawn to look after, and raking and cutting grass is not a light task."

Keep the Quality to the Front

C. E. McKeen, 912 Broughton St., Vancouver, says that there has been an increase in price on all grades of shoes, and the average is ten cents per pair. This firm do not believe any effort has been made, where there has not been an increase in price, to take the value out of the shoe, and think that most manufacturers have taken advantage of the slight advance in material to put greater value in the shoe and make it better than in the past. The firm have raised prices in some lines, making a \$5.00 shoe out of a former \$4.50 by raising up the quality. The firm have cut out the lower priced goods and are selling better boots than ever before. They do not find customers object to paying the higher figures.

Asked as to whether they sell on odd prices or not, Mr. McKeen says: "No, we do not even know what quarters are here, let alone odd prices. Our men's goods are \$4.00, \$5.00, \$5.50, \$6.00 and \$7.00. Of course I am speaking now of our selling prices in our own retail stores. As to whether odd prices are practicable, I would say no. I believe that salesmen should for mutual advantage, but particularly for a customer's benefit, make every effort to sell good goods, having regard always for the service required of the shoe, and leading the purchaser up to the higher prices that he or she can afford to pay. On men's or women's line even twenty-five cents is too short a step. I don't believe that when shoe advances 10 or 15 cents that the retailer is justified in raising the price by fifty cents. I believe in adding twenty to twenty-five cents more to a ten cent advance by the use of a better counter, a gauge or two heavier sole, or an improvement where the shoe is weakest, running the advances up to say thirty-five cents to him (the dealer) and charging the customer fifty cents over old prices, that the shoe will be so much improved over the old one, that part of the advance due to increased cost of material will be entirely offset or overcome, and that the consumer will suffer no loss what-

The Store of an Eastern Retailer

A. L. Wile, of Bridgewater, N.S., has been in the boot and shoe business for eighteen years. He has an attractive store, 16 feet wide and 60 feet long. The height of the ceiling is 12½ feet, and the front window is 9 feet 10 inches, with side plate glass of 3½ feet. Mr. Wile's stock room is upstairs. The chairs



for patrons are kept well to the rear of the shop. The lower storey is finished in quarter cut oak and equipped with sliding ladders. Mr. Wile, in answer to a recent inquiry regarding whether he had made money in the retail business, significantly replied: "I can assure you anyway that I enjoy good health."

ever but simply get at least fifty cents more service out of the boot. I know this is only adding twenty-five cents to actual balance of the new shoe—the other twenty-five cents being represented by profit and augmented cost of material. I submit that twenty-five cents added judiciously to the expense of producing a men's shoe retailing from \$4.00 to \$5.50, or a women's from \$3.00 to \$4.50, is worth 50 cents to the consumer—yes and more too."

Doubtful of Odd Prices

W. J. Greer, Wingham, Ont., says, "At present I think there is an average increase of 5%. In some cases where the prices have not been advanced, the quality has suffered, but in nearly all lines an advance has been made. We have not raised prices yet, but, of course, we will do so on new goods. The public generally are buying better shoes to-day than ever before. We have never sold at odd prices except on bargain tables, and I do not think this plan practicable. My experience has been that with such prices as \$3.15 even on a bargain table a customer wants the goods at even money.

Pays to Sell Good Lines

Albert Hicks, 1605 14th St. W., Calgary, says, "I find there has been an average advance of 10% in shoes. We have raised prices only on medium priced goods. Our \$5.00 shoes are selling at the same figures, although we pay 40 cents more per pair. I have never tried retailing shoes at odd prices, and the only fraction of a dollar that we have charged has been 25, 50 and 75 cents. The plan might be workable in the Eastern provinces, but not in Calgary, as the average person here never kicks at even prices except on children's shoes.

"As to whether a merchant is justified in raising the retail price 50 cents in case there is an advance in the wholesale figure of 10 or 15 cents, I might say that in some cases he might be warranted in doing this, but not on cheap boots, as if there was an advance of 50 cents on the pair it would not prove very satisfactory to the storkeeper in case they proved defective. I have put in a line of cheaper boots of late to realize my profit of last year, but by doing so, I do not think it has improved matters any, for the sale of the higher priced stock has fallen off."

Too Much Doctored Leathers

A. McDermand, of Ingersoll, says: "I find the tendency is to higher prices, especially in the calf and heavier leather, but very little change in prices on dongolas in women's and children's lines. In most cases the increase is from 5 to 10 cents per pair on the better grades of shoes. Poor workmanship and doctored leathers are the source of great annoyance. I believe that all retailers should have greater percentage of profit than formerly to offset the increased cost of living. Customers will not object to reasonably high prices, if you can show them better quality. All the people are demanding better goods to-day and they naturally expect to pay a bigger figure. The time of cheap, trashy shoes has passed in Canada. I have tried odd prices, especially on the better grades, and find the system works well on a rising market. When an advance of 50 takes place, I think the retailer should not increase his figure more than 25c.

Concluding, Mr. McDermand says: "I have certainly found that there are a great many shoes going through the factory which are being slighted in workmanship. In all my shoe experience I have never been obliged to return so many shoes for unskilled workmanship and doctored leathers as I have during the past year. This may be attributed to the fact that the factories are taking in more orders than they can properly fill, or are pushing them through in too great haste. If the raise in prices will give us better quality I, for one, will welcome the advance and any agitation in the line of better footwear will be appreciated by both the retailer and the buyer."

Who Pays for It All?

In our large centres real estate has been changing hands with a celerity that leaves the sleight of hand operator in the shade.

One day a piece of central property is sold for half a million dollars and within a week it is turned over for three quarters of a million to a person or syndicate which hopes to realize a million. It is not uncommon to find business sites double and treble their values inside of a few months. Many of these properties are rented by retailers who must pay a proportionate rental thereon. The question is who "pays the piper" in the immense accretion of values that is pocketed in these sales, and where is the retailer to make or continue to make a living when rentals have jumped from two to four thousand dollars a year.

Tackle the Place That You Know

Speaking of the possibilities of success in the retail shoe business a Chatham, Ont., dealer said recently:

"I believe that a young man, if he desires to enter the shoe business can do better by embarking in the line in the town in which he is known and has gained his experience. He has the advantage of knowing the people. If he has made money for others, all things considered, he should be able to do so for himself. I find very few ladies who, if you serve them politely and attentively, do not appreciate the fact. When you have taken infinite pains to please them, you have won a true friend. There are very few bargain hunters among the number. While it may require a little more time to satisfy them than it does a man, it is the women who control the family trade, and their influence is greater in the matter of purchases. There is no reason why a shoe store cannot advantageously carry trunks and all kinds of traveling requisites. I have dressed a window there which is full of suggestions. The price of each article is ticketed. In the holiday season and at certain other periods, particularly in the spring and midsummer when so many people are leaving for the west, the chances of making big sales are especially good. We can fit a man or woman out with everything they may require in the way of leather goods, and thus sales are materially increased.

Some Fallacies in Figuring Shoe Profits

(Continued from page 41)

fore you can figure more accurately in taking your cash discounts into consideration if all percentages are based in the same way.

8. Because no profit is made until the sale is actually effected.

9. Because by harmonizing your entire plan of figuring your percentages relative to profits in business, etc., with the entire plan on which your merchandising is harmoniously developing, you will not consider your selling price, percentage of profit and expense, etc., entirely different from anything else.

Fail Through Poor Accounting

In closing I would like to call attention to a little thing that was written by one of the great merchants, a man who, by the way, has probably been brought in contact with as many different retailers as any other man in business—Mr. W. D. Simmons, of the great Simmons Hardware Co., of St. Louis. Mr. Simmons recently wrote an article for the Hardware Reporter.

In this article he called attention to the one great difficulty with the retail business, that retailers' accounting did not account, that in some of the fundamental methods of figuring they were incorrect; that in too many cases their books of account did not show their expenses or their gross profits for comparative purposes; and if the testimony of the great firms of public accountants was concentrated in one expression, it would be to the effect that more business goes wrong by poor accounting methods than poor salesmanship or buying methods. For this reason, this little problem is an important one and should not be entangled with personalities or the cheap blackguardism of those who would rather be witty than right.

I have endeavored to untangle this subject in a way that appeals to the experts, to whom I have submitted the problem, for the good of the cause of right thinking and efficient accounting in retailing.

Take a Firmer Stand in Selling Rubber Shoes

Salesmanager Has Something to Say on Question of Returned Goods—Some Peculiar People Actually Expect a Rubber Shoe to Last as Long as a Leather One—Fallacy of Certain Claims—More Vertebrae Needed

"The returned goods problem is getting to be insufferable in rubber shoes as well as in leather ones," declared a general sales manager the other day. "The worst offenders appear to live in the eastern provinces. We have more trouble with rubbers returned from New Brunswick and Nova Scotia than we have in any other section of Canada. Now, the difficulty is that the retailers do not adopt a firm enough stand on this matter. What they want is a little more back-bone and not such a ready acquiescence to gratify the whim of every customer who believes he or she has a grievance, if the rubber does not last as long as a box or tan calf boot.

"Many retailers are too careless in the matter of fitting. They are too anxious to make a sale, because a patron thinks that a rubber looks nice, or desires one of a certain shape, not at all calculated to fit the shoe they are wearing.

"You know, there has been a radical departure in shoe styles during the past year or two, and, of course, the producers of rubber footwear have had to keep pace with the times. High heels and high toes have called for rapid changes in lasts and in their panic to work off old stock or obsolete lines, some retailers have tried to sell low heel rubbers for high heel boots and to fit narrow toe rubbers on full toe shoes. The result has been that the rubbers

have crept forward and cut out at the heel. Then, too, certain retailers neglect their sorting and endeavor to fit a patron too generously or too niggardly. The evidence is that the rubbers cut and break at the toe, side or heel. Few goods have such tensile strength as rubber, which yet tears very easily after a rent is made. Grease and oil of all kinds are very injurious to them.

Anything to Oblige, You Know

"But there, I am getting away from my subject. I was in an eastern store not many weeks ago, when a man entered and going up to one of the clerks, said, 'Here is a pair of rubbers that I bought from you some time ago, and they have not given satisfaction.' The salesman, without any further question, took the rubbers and threw them in a corner and said: 'Well, perhaps we can give you a new pair.' Now, of course, these goods would be returned to the producer, and he would be expected to make good, whereas, if the retailer had had a little more decision he would not allow himself to be imposed upon so easily. I was in another store not long ago when a lady entered and stated that she wanted a new pair of rubbers, as her old ones had given out at the heel. This retailer had a little more backbone than the other one, and inquired how long she had worn them. She replied: 'Why, only three



A Handsome Spring Window of a Montreal Shoe House.

months.' Then, turning to her, he said politely, but in a tone of no uncertain meaning, 'Surely you have obtained your money's worth in the durability of these goods. You cannot expect them to last forever.' The woman finally confessed that, perhaps, she had been looking for too much value in the goods, and took another pair, for which she paid. Now, if this dealer had not exercised a little firmness, he would, no doubt, have been imposed upon for a new pair and the shoes would have gone back to the factory or warehouse to be replaced.

Trying to Work Dealer for New Pair

"I could go on naming you dozens of instances where people try to work shoe men for a new pair or two. If one is successful then, of course, others will follow. It is time that a stronger stand was taken on this matter by certain weak-kneed merchants. You ask me how long a first quality plain-over for men or croquet for women should wear. I cannot tell you. In the first place, much depends upon the fitting qualities of the rubber. In the second place, some people give rubber shoes much harder usage than others, and in the third place, it depends upon the amount of walking that is done, whether that walking is done on hard pavements or on snow covered surfaces and with what substances the footwear comes in contact. Roughly speaking, I should say that two pairs of rubbers should wear the ordinary individual for the season, say from November until April. But the great trouble lies right here. A man will come in and pay 75c. to \$1.00 for a pair, or a woman will hand over from 60 to 80c. These same people will pay from \$5 to \$6 for a leather shoe, and a great many of them are so unreasonable as to expect the rubber shoe to last equally as long as the leather product for which they have paid five or six times as much. This statement may seem a little absurd, but I assure you that it is perfectly true. The leather shoe has a firm hard surface and sole, is tough and strongly reinforced at vital points. Now the rubber being of a softer and more resilient nature, is placed on the outside of a leather boot, with its hard, stiff lines, and perhaps run over or run down heels. What is the result? The outer shoe is expected by some cranks or misers to last equally as long as the inner shoe, which it is protecting and shielding at every point in the hardest season of the year.

The Cantankerous Crowd

"Now, it is only necessary to stop and think a moment. Surely the fallacy of expecting a rubber shoe to last anything like as long as a leather shoe will be easily seen. It is most imperative in fitting rubbers that there should be ample room for the toe and heel or else the rubber shoe will not wear. Of course, there will always be cranks so long as business continues or water runs, but the category of the contumacious can easily be kept down if certain parties are not encouraged in their whims or complaints. Common sense and a fair consideration of the question of returned goods in all its phases will do much to solve this perplexing problem and relieve manufacturers of what has really become a "thorn in the flesh." There are several faults on the side of manufacturers, for no institution is perfect, but I am not dealing with these shortcomings just now. I have given you a frank expression of my views of the ease, and hope in the matter of returned goods that retailers may see things from a new and broader standpoint."

He Has Had His Eyes Opened

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir,—I feel that I owe the SHOE AND LEATHER JOURNAL my thanks for the benefit I have obtained from discussions, in recent issues, on the cost of selling goods, and the actual percentage of sales that represent the cost of selling.

After fifteen years' experience in the retail shoe business, and reading these articles, I am just getting my eyes opened to the fact that I have been wrong all this time in calculating the cost of selling goods. I made the common mistake that so many are and have been making, of figuring in this way. Say, for instance, that I did a business of \$20,000, and my expenses were \$3,000,

therefore I have been saying that my expense of selling was 15%. My old fogey figuring, you can see, was that if it cost \$3,000 to sell \$20,000, it would cost 300,000 cents to sell 20,000 dollars or 15 cents to sell one dollar's worth of goods. Now, since I begin to see daylight and figure that I sold \$20,000 and it cost me \$3,000 to sell that amount, therefore I must figure that if I really want to know what it cost to sell goods without any profit I would need to put it in this way. If the cost of selling is \$3,000, I must deduct that sum from the \$20,000, leaving \$17,000; therefore the goods cost \$17,000, which I am to sell for \$20,000; and if it cost \$3,000 to sell what cost me \$17,000, it would cost 17 11-17, or roughly speaking 17 2-3 cents to sell \$1.

But I want some profit, say \$2,000 annually. Therefore my cost of selling and my profit would be \$5,000, which, deducted from the sales, would leave \$15,000, which represents the cost of the goods.

Thus, \$15,000 must make..... \$5,000
 \$1 must make..... 33 1-3 cts

Hence, I must mark all my goods, or at least average them up, so that there is 33 1-3% added to the cost price, which is the same as 25% of the sales.

Now, perhaps, I am still wrong, but am open to criticism, and more than that, I feel that I should be kicked around a block at least once for each year I have been doing things wrong in this way, so if any of the readers of the SHOE AND LEATHER JOURNAL want the job send them along—but I prefer one who has committed the same crime—and of the same opinion as myself—then we could really enjoy ourselves.

Yours truly,

J. T. HEATH.

Orillia, Ont., May 2nd, 1912.

Weekly Holiday for London Retailers

Dealers will Close Every Wednesday Afternoon During the Summer—Officers Elected At Annual Meeting—Approbation May Be Eliminated—Other Motions.

The annual meeting of the London Retail Shoe Dealers' Association was held on May 7th inst. in the Duffield Block, London. The special business of the meeting consisted of the election of officers for the ensuing year and resulted in Ward Casselman being elected to the presidency, Rowland Hill to the vice-presidency, N. K. Wanless, second vice-presidency and W. J. Ashplant, secretary-treasurer.

Applications for membership were received and accepted from the Johnston-Murray Co., and Mr. Wallace Corbett of the Majestic Shoe Store.

Half-Holiday Weekly

It was agreed upon by the Association that the stores close at one p.m. sharp Wednesday during the months of June, July and August. It was also agreed that the minimum price at which all tennis and outing shoes be sold, be drafted by a special committee composed of Messrs. Morrison, Casselman and Ashplant.

No Free Attachments

A notice of motion was put in by Mr. Casselman that no more hockey skates be attached to shoes free of charge, and also a notice of motion by W. Morrison that the members of the association draft some lines of procedure to regulate the refunding of money for goods being returned.

Good Balance on Hand

The financial report for the year ending May 7th, showing a cash balance on hand, was read and accepted.

The foregoing covers all the amount of the actual business that was transacted but, under the head of good and welfare in an informal way, the matter of sending goods on approbation also received considerable discussion, and in all probability official action will be taken at an early meeting.

Shoe Producers Must Have an Eye to the Future

Plenty of Business To-day May Not Always Mean Activity—Well Directed Publicity Helps Buttress Many a Concern When a Stringent Period Arrives—It Is Then Too Late to Grasp for Support

"The shoe firm that do not advertise, that do not keep their name to the forefront, will in the end be overtaken by an aggressive rival, and if not very careful, will lose the prestige they have gained by years of history and association.

"Now I am not in the advertising business, and I have never done anything but make or sell shoes all my life," remarked a manufacturer, who to-day is out of the making game and selling for another house who advertise spasmodically, but not in a regular, concentrated, systematic manner.

"It is like this," he went on, "I know that if an advertising solicitor walks into a factory a proprietor will often tell him with a great deal of unction and pride, 'There is no use in my advertising, I am doing all the business that I can possibly do at the present, and even cannot keep up with orders.'

"Of course, that is a very nice state of affairs, a delightful condition of things, but how does this man know that he is going to have such a satisfactory business one year from now, or even six months hence? He will then possibly rush into print and expect immediate results. There is nothing of the magical or hypnotic in advertising. It simply keeps the quality of a firm's goods, the prestige of their name and the business in which a house may specialize before the public. But, alas, new rivals are springing up on every side. Concerns which were thought to be asleep or merely infants, wake up and gather strength, and the older institution seems to be affected with a sort of creeping paralysis. You can find evidences of this on every side. Little fellows that the big producer perhaps snapped his fingers at in disgust, have, by selling efficiency, worthy creations and broad-gauged publicity come right to the front, while the older institution, that disclaimed any need of or benefit from advertising find themselves faced by a competitor, aggressive, alert and resourceful.

Make Your Position Stronger

"Now if one's position is strong, I believe that every effort should be made to make it still stronger. There is nothing more fatal than to lull one's self into a sense of false security.

"I will give you an example of what I mean, and perhaps the illustration will shed some light on this subject. A certain shoe manufacturing firm making women's fine McKays, had practically a monopoly of the Eastern business. They claimed that their lines were so widely recognized and so eagerly sought after that it would be folly for them to spend any money in publicity or to attempt to impart a brighter sheen to their shining name. There was another institution in the same city making a similar range who began advertising in a small way, and were turning out a couple of hundred pairs of women's McKays the first year. The next year this product was increased, as well as their advertising appropriation. Retailers liked their goods, as they were well made, of fine fit, and the price was right. The older factory even thought it unnecessary to put in new lasts for a couple of years; the old ones had such a name and reputation that shoemen would not demand anything else. They thought a big saving would be effected, and decided to cut out all publicity expenditure. The result was that they got through one season without any material loss of trade, but the fact that they had added no new patterns or up-to-date shapes, as their younger and more enterprising competitors had done soon told against them. They also grew a little careless in the finish and trim of their goods. The result was that the new concern are now doing a larger business than the older one, who are hustling for every order they get, and making strenuous efforts to recapture some of the bookings they have lost through lack of new equipment and do-

ing no advertising, simply thinking that their name and fame would carry them along the high road of success.

The new rival are already doing more business than the once big house. The announcements of the former can be found in any of the trade papers. They have imparted to their creations a smartness, dignity and individuality, and live up to it in every particular. I tell you a man may be doing a huge business to-day, but he should look at the future. It is not alone the direct and immediate benefits that accrue from forceful advertising, but the help it gives in fixing a name firmly in the public mind, and when trade is dull or other contingencies crop up, the companies that have been on the alert and preparing for a squall by using every means to popularize and establish their product, are the ones that come through the strain and stress with flying colors and an undiminished demand for their goods."

Some General Comment

Reports for May so far indicate very general activity in all classes of merchandise. Of course in some staple lines of produce prices are almost prohibitive, but, nevertheless, the market is cleaned up, and more could be sold if supplies were available. In groceries and provisions there is a good steady demand and the recent advance in flour has not materially affected sales. In hardware, both for agricultural and building purposes, there has been unusual activity, and dealers claim the month is the best so far as they have yet experienced. The great boom in building, which is not confined to the cities, is creating such a demand for supplies as well as labor as can hardly be met by available supplies.

Reports from the west indicate a very successful spring season. Seeding is practically over, and the results promise everything that could be desired. In Ontario the fall wheat has unfortunately been killed in many places by the succession of warm days and frosty nights, and there will not be more than half a crop. Seeding operations in other grains, including spring wheat, have been very successful, and unless a drouth occurs, or other unforeseen circumstances transpire, spring crops will almost atone for the failure of the fall wheat. Reports from other wheat growing centres are so encouraging that the market is somewhat easier as a result. Buyers are also awaiting easier freight conditions incident to the opening of navigation.

Within the past two or three weeks there have been indications of the fact that we are approaching a period of greater conservatism as well as that of closer financial watchfulness. The rate on call and business loans as well as that on property investments, has advanced perceptibly. Some appear to think that this is a forerunner of at least a pause in business expansion and real estate development. It would seem reasonable to think that the vast amount of money put into property and business development within the past two or three years must reach a limit sooner or later, and those who follow financial matters closely aver that we are approaching the period of curtailment that always follows prosperity and expansion.

With the advent of the warm weather shoe men have had a spurt of trade that has kept them smiling. The demand for shoes of all kinds has been very active for the past month, and from what we can learn May will make a new record. The call has been largely for black and particularly patents and tans are waking up, and especially in ladies' goods are frequently asked for. Most retailers say they are well satisfied with the results of spring business, and those who are getting increased prices on their goods claim the break has hardly caused a ripple in their trade.

Some Things Seen and Heard in the Shoe Arena

Various Items of Interest Picked Up from a Variety of Sources—The Gossip of the Trade—Personal Notes and What Is Being Done During the Early Spring Months

T. Viola has opened a shoe repair shop in Trail, B.C.

The shoe stock of the estate of Louis Plante, Montreal, has been sold.

Mr. Hill has removed his shoe repairing shop from Port Dalhousie to Merriton.

Peter Zaff, of Aymer, Ont., will have a new shoe shop erected for his business.

The Fit Well Shoe Co., dealers in wholesale shoes, Montreal, have recently registered.

W. F. Cochrane, shoe retailer, 148 York Street, Toronto, will shortly retire from business.

Charles McGowan has opened a fine, well-lighted and attractive store in Elora, Ontario.

J. D. McArthur, shoe dealer of Guelph, Ont., was in Toronto last week calling upon the trade.

Hugh Hotson, of Tavistock, Ont., has moved his shoe stock into new premises in that village.

Mr. Fowler, late of Wainright, has opened a shoe repair establishment in Watrous, Sask.

J. A. Bedard, of J. A. Bedard & Son, shoe merchants, Lachute, Que., passed away a few days ago.

R. Ralston of Midland has moved his shoe business into a new building on Toronto St. of that town.

Fred Knibbs is now covering North-western Ontario from the Toronto warehouse of Ames, Holden, McCready.

J. E. Pare, of Dufresne and Locke, shoe manufacturers, Maissoneuve, was in Toronto last week calling upon the trade.

B. W. S. Martin, salesman for the John Ritchie Co., Quebec, was in Toronto last week for several days on business.

C. W. Watt, proprietor of the Union Shoe Store, Amherst, N.S., who was burned out some weeks ago, is continuing business in his renovated store.

E. B. Graham, of Hamilton, an experienced shoeman, has bought the boot and shoe business of Thos. Wilson in Milton.

Danford Roche & Co., Newmarket, have bought the stock of the McDonald shoe store, 419 Parliament St., Toronto, and have removed the goods to Newmarket.

J. A. Wathen, who has celebrated his first year in business, in Harcourt, N.B., has a fine and admirably equipped store and stock.

J. W. Baldwin has begun business in the boot and shoe line at Sault Ste. Marie. He has secured a fine, well-lighted and nicely planned store.

S. C. Cronk & Co., wholesale shoes, have removed from the Pacific Building, Scott Street, to 126 Wellington St. W., Toronto, where they will carry their stock in future.

J. Heffering, Toronto, representative of the Tetrault Shoe Manufacturing Co. has been spending a few days in Montreal on business.

The Abernethy Shoe Store, Kingston, has bought out the stock of women's shoes, which was formerly carried by the Wal-

dron dry goods house, in Kingston, and have been offering special values.

T. H. Rieder, of Canadian Consolidated Rubber Co., Limited, Montreal, spent some time recently in Berlin on business.

Mr. Walker has opened a bright and inviting new shoe store at 790 Lansdowne Avenue, Toronto, in a rapidly growing section of the city.

T. J. Mullins, late of Truro, N.S., formerly of Toronto, has joined the staff of the Kaufman Rubber Co. in their Toronto branch, as assistant manager.

Clayton Hurlbut, of the Hurlbut Co., Preston, and E. T. Jacobi, Toronto, have returned from a business trip to Rochester, N.Y.

Reg. Smardon, representing Smardon Shoe Co., Montreal, in Western Ontario, spent a recent week-end in Montreal, and left again for St. Thomas.

M. D. Welsh, formerly with Robinson and Kelly, Gananoque, Ontario, has opened a well equipped boot and shoe store in that town, and is doing well.

C. N. Oke & Son, of St. Catharines, who expected that they would have to move from their present stand, have secured another lease of the premises.

Frank Power, of the traveling staff of the Rideau Shoe Co., Montreal, who has been suffering from a severe attack of rheumatism in his right arm and hand, is greatly improved.

Robt. Rogers of the traveling staff of Philip Jacobi, Toronto, has returned from an extended business trip to the West, going as far as Regina and Moosomin.

W. G. Berscht, who has been ill for two months with typhoid fever, at his home, in Guelph, has resumed his work on the road covering the Niagara and Lake Erie district for McLaren and Dallas, Toronto.

The engagement of Miss Florence Lulu Mundy, daughter of ex-Mayor Mark Mundy of Galt, one of the most popular shoe retailers in Western Ontario, to Edward V. Smith of London, Ont., is announced. The wedding will take place early next month.

The partnership of Vance & Somers, shoe retailers, Tillsonburg, has been dissolved. The business will be carried on under the name of S. G. Vance. The retiring partner, M. S. Somers, will locate in Edmonton, Alta.

Smith & Chapple of Chapleau, Ont., who have been in business for a number of years, are erecting a very fine building which they will soon occupy. The structure is a credit to the business houses of the enterprising northern town.

V. J. and R. J. Graveline have started an up-to-date repair shop at 1022 St. Catherine St. East, Montreal, having installed the Goodyear welt system. They call the new enterprise the Victor Shoe Repairing Co.

L. Higgins of L. Higgins & Co., Moncton, N.B., is at present on a trip to California, and will be away several weeks. Mr. Higgins is enjoying a well earned rest. In the meantime Mr. Hooker, his accountant, is in full charge.

William G. Parsons, Toronto, leaves

in a few days on a two months business trip to England. He will be accompanied by Mrs. Parsons. Mr. Parsons is the President of the Wholesale Leather and Findings Association, which was formed in Toronto a few months ago.

J. H. Gillespie, of Springhill, N.S., has opened a new shoe store in Amherst. His father was the first shoe merchant in Springhill, and at the time of his death had been longer in trade than any other business man in the town. Andrew Munroe is the manager of the new store.

H. Ashplant and Sons, shoe retailers, of London, intend erecting a large building adjacent to their store, which will be fitted up for commercial purposes. It is understood that the new structure will have fine sample rooms, which will prove an accommodation to the many travelers visiting the Forest City.

Joseph Mantell, who resides with his daughter, Mrs. Edwards, 69 Herbert Ave., is probably the oldest resident in Toronto, and Canada's oldest Freemason, having joined the craft in 1840 in Tillsonburg, where, until a few years ago, he was engaged in shoemaking. Mr. Mantell is 103 years old, is still hale and hearty, and can read without glasses.

The United Shoe Dealers, which recently opened up a store at North Bay, are doing a fine business in that thriving town. The manager is William McDowell. The United Shoe Dealers now own and operate six stores in Ontario—at Lindsay, Owen Sound, Parry Sound, Sudbury, Port Arthur and North Bay. A handsome front has just been built in Lindsay with attractive double windows and long, receding single door entrance. M. H. Sisson is manager. The stores of the United Shoe Dealers will all have fine electric street signs.

A new establishment known as the Invictus Boot Shop has been opened at 50 Yonge Street, Toronto. Herbert J. Eady is the proprietor and the premises are neatly fitted up. The fixtures are of birch and in dimensions the shop is 70x30 feet. Only men's high-grade shoes will be handled. Mr. Eady has had a thorough retail experience in some of the largest footwear houses in London, England, and since coming to Canada has been employed with Walter Burnill, 75 Queen Street East, Toronto.

Mr. W. A. Moyer, of the Moyer Shoe Store, Winnipeg, says that he has what he considers one of the very few things that will dye satin shoes properly. Mr. Moyer is advertising the preparation in the newspapers of Winnipeg, and says that any satin slipper may be dyed to the exact color and shade so as to perfectly match any dress and gown. One bottle will dye two pairs of pumps. The preparation was invented by Mr. Moyer himself, and he says the retail price to other shoe men is 25c. per bottle.

A most interesting display of shoemaking has been a feature of Goodwin's, Limited, windows, in Montreal. Several machines used in making Goodyear welts were loaned and set up by the United Shoe Machinery Co., and the spectacle of these being operated in full public view attracted large crowds of the curious, most of

whom have only the haziest ideas of how shoes are really put together. The display thus serves both an educative and an advertising purpose. Upstairs in the shoe department proper the shoe in every stage of manufacture is shown fastened to a display board. This display has also attracted much attention.

Tracing the many differences between male and female organisms, Sir James Crichton-Browne, vice-president of the Royal Institute, at a child study conference, at London University, London, England, recently pointed out that women had a flatter planter-arch than men and that this accounted for their partiality to high heels in shoes.

The new shoe department of Jas. Ogilvie and Sons, Limited, of Montreal, was opened a few days ago. It is located in the basement and is accessible by four elevators and six stairways. It occupies a space 150 feet by 90 feet. The air in the room is changed every seven minutes. A suction device drawing off the stale air and at the same time a supply of fresh ozone is forced into the room by a pipe system. The floor is nicely carpeted, and there are comfortable chairs for persons waiting. The latest devices for accurately measuring the feet and for fitting are employed. The apartment is brilliantly illuminated. Long show cases display fancy styles in all high class grades and variety of footwear. Mr. Lindsay is the manager. The department is both spacious and inviting.

Montreal and Toronto jobbers report a brisk sorting trade, notwithstanding that the warm weather has been very slow in making its appearance. Orders for fall and winter are coming in nicely, and the trade outlook in the footwear line is encouraging. There is a decided demand for

tan button shoes for both men and women, Colonials in nearly all leathers, and one jobber reports that white goods will be in strong requisition notwithstanding that some have been making predictions to the contrary. The general opinion is that medium high toes will remain a favorite in all lines, at least, for a couple of seasons more.

The recent annual meeting of the Kajang Rubber Estates at Edinburgh was consumed chiefly by a discussion of the probabilities of continued prosperity for the plantation rubber industry of the Far East. In the last eight years \$450,000,000 of British money has been invested in that industry. It was estimated that some 1,070,000 acres were under development, indicating a final output of from 150,000 to 170,000 tons of rubber a year. The world's present consumption is said to be only about 85,000 tons. Englishmen in the trade are divided as to whether the recent heavy increases in demand will continue at fast enough pace to absorb the coming increase in supply. They said that in spite of the prevailing high prices Brazil had not been able to increase her output, the whole of the increase in the demand having been met by plantation rubber interests. The consensus appears to be that the consumption of rubber will increase fast enough in the next decade to make all of the plantations profitable when they get to bearing heavily.

When making application for a position it is passing strange what some aspirants will offer in the line of recommendation. A young man, who recently landed in Toronto from the Old Country, sought a connection as warehouseman a few days ago. In his letter he stated: "I might add, sir, that I have waited upon the following:

The late King Edward, King George, the Kings of Italy, Belgium, Spain, Portugal, Norway, Sweden, Heirs Apparent, Crown Princes, the Duke of Connaught, Queen Alexandra, Queen Mary, the Queens of Norway, Sweden, Princess Victoria, the Duchess of Connaught, and many other royal personages." It is scarcely necessary to add that the wholesale house did not appoint him. The applicant at last accounts, instead of waiting on crowned heads, was waiting for a job. Another young man, in presenting a letter in answering a certain firm's advertisement for a traveler, rang in the name of the house as follows: "I may say, sir, that I am a Scotchman, a Presbyterian, and my father's mother's name was the same as the one under which your progressive and widely-known concern is doing business.

An Attractive Ontario Store

One of the brightest and roomiest shoe stores in Western Ontario is that of Charles E. Clement, who opened out a little over a year ago in the lively capital of Kent County. The establishment is in every way a credit to Chatham and is 125 feet deep and 24 feet wide, with ceilings about 12 feet high. There is an abundance of natural light in every nook and corner, while, artificially, the place is illuminated with Tungsten lamps hung in attractive electroliers. The shelving runs up about eight feet and all goods are easily reached from the floor. The shelving starts about ten or twelve feet from the front and good use has been made of the space at the entrance of the store by a varied assortment of trunks, traveling bags, and suitcases. Set diagonally on either side is a silent salesman show case, which is used for the display of findings, and the choice evening shoes. Resting on each case are potted



One way to make your shoes profit winners as demonstrated by the Ogilvy Co., Montreal at the recent horse show.

plants and flowers, which add materially to the beauty of the interior. The flooring of the windows is of cherry and oak and the walls of cherry, while mirrors three feet high surround the sides. The plate glass is joined by means of copper supports, and the effect is light and airy. The store floor is of hardwood and the entrance tiled, while the premises are heated by steam. The settees are of oak and the fitting stools correspond. Uniform cartons and universal labels prevail throughout. At every third section are mirrors and over the plate glass windows at the front are luxfer prisms.

Canadian Products for Canadians

The made-in-Canada train, which has been organized under the Canadian Home Market Association, for the purpose of presenting to the people of the West the products of Canadian industries, left Toronto last week on a tour that will take in ninety-eight stops in Manitoba, Alberta and Saskatchewan, varying from two to thirty-six hours. The train consists of ten cars, and it is expected that it will arouse a lively interest among the newer residents of the prairie provinces. The made-in-Canada caravansary is a striking example of what Canadian workshops can produce. The exhibits include everything from shoes to automobiles, and a specially interesting feature is a car fitted up as a modern house, consisting of parlor, living-room, bedroom, dining-room, and kitchen. There will be interesting lectures at each point, when the people of the West will be given first-hand information regarding what factories mean to a community, how they add to the population, benefit mercantile life, and increase enormously the home market. These lectures, illustrated by limelight views, will form an interesting and instructive feature of the trip. The lecturer will be T. H. Race, of Mitchell, Ont., who has represented Canada at world's fairs in different countries. Among the exhibitors in the made-in-Canada train are the John McPherson Co., shoe manufacturers, of Hamilton; the Gutta Percha & Rubber Manufacturing Co. Limited, Toronto; and the Dunlop Tire & Rubber Goods Co., Toronto. It is regrettable that more shoe manufacturers have not availed themselves of the opportunity to present to the people of the West some adequate conception of how shoes are manufactured, thus affording the people of that great inland empire ideas on what stylish, well-made, snappy and durable footwear is turned out on this side of the line.

More Evidence Before the Board

At the recent sitting of the United Shoe Machinery Company Investigation Board, in Quebec, four shoe manufacturers were heard, and the investigation in that city concluded. J. B. Drolet, Frank McKeen, James Muir, and Luc Routhier all expressed themselves in favor of the U. S. M. Co., and deprecated any change in existing conditions. Mr. Muir said he would not entertain the idea of buying a machine outright. Before the advent of the United Shoe Machinery, when machines were bought outright, there was continual botlier, as the type of machine was constantly changing. Shoe manufacturers were therefore forced to buy new machines all the time. They were unable to renew faulty parts on the old machines, which had become obsolete. This condition of affairs had been remedied by the American company.

At the resumption of the inquiry in

Montreal, George Poloquin, of Maissonneuve; Nap. Tetrault, Montreal; John T. Tebutt, Three Rivers, and J. A. Cote, of St. Hyacinthe, shoe manufacturers, all spoke approvingly of the company's system. Addresses of counsel will be given on May 21st, before the commission.

At the investigation in Montreal, President W. F. Winslow, of the United Shoe Machinery Co., Boston, which controls the business in the United States and Canada, gave evidence regarding the practice and operations of the company in the Dominion. Mr. Winslow gave a complete history of the formation of the United Shoe Machinery Company, together with the methods by which it did business, which were generally that by improving machinery and methods they would improve the product, and therefore increase consumption, with benefit to the consumer, the manufacturer, and the company. As to the leasing or "tying" system, Mr. Winslow was very explicit that this was the best system that could be evolved, arguing that it united the interests of the manufacturers of shoes to those of the makers of the machinery, for the upkeep of the very best type of machine. The leasing system insured a continuity of work, and allowed the company making the machines to see that they were kept up to a high standard of efficiency.

"Every Canadian manufacturer," said Mr. Winslow, "can get the best machines there are, and if a better one is invented, out comes the old and the new one goes in, while many of the shoe manufacturers by themselves would not have sufficient capital to make such a change."

The "tying clause," he contended, was necessary in order to insure that the shoe manufacturers who took their machinery

Veteran Shoeman Passes Away

The death occurred a few days ago of A. J. Stephens, the veteran shoe retailer, of Ottawa. The business, which he established, was founded in 1868. He was, therefore, engaged in the shoe trade for forty-four years. Mr. Stephens was a highly respected and progressive citizen of the capital, and the shoe house of A. J.



Stephens & Son is one of the most attractive and best equipped in the province. F. A. Stephens, the son, joined his father in 1887, and will continue the business. Many friends will regret to learn the passing away of Mr. A. J. Stephens, who was a credit to the shoe interests of Canada, and a man highly thought of by all classes of people.

would use it in such a manner as to make it pay, so as to get the best results from the machines. Mr. Winslow said that 100 out of 138 shoe manufacturers in Canada had taken the company's machinery, because they could get more for their money than elsewhere. Without the "tying clause" the company would have to charge more rental for its machines.

Goes Into the Insurance Line



F. B. B. Patten, who resides at Cedarvale, (Oshawa), is a well known traveler, and was for some years with the McCready Shoe Co., of Montreal, covering Toronto and North-Western Ontario to Owen Sound, Kincardine, Goderich, and other towns. After the amalgamation, about a year ago, he devoted his attention to pretty much the same area, exclusive of Toronto. Previous to getting into the shoe line, Mr. Patten was for six years a traveling representative for the F. F. Dalley Co., of Hamilton, and established a wide connection. He is well liked by a large circle of friends. He is at present district inspector for the Dominion Life Assurance Co., at Oshawa.

The News from Old Quebec

Shoe Manufacturers Appoint New Business Agent—Mr. Pion Opens a New Office—Wedding of a Shoeman

Luc Routhier is touring the West in connection with his business.

J. A. Duchaine, of Duchaine & Perkins, was in Montreal this week.

E. W. Vance, of Galt, Ont., is on the road with complete lines of Quaker shoes.

Alf. Dupere, of Dupere & Garant, was out of town three or four days in connection with their business.

George Parker, of the Dominion Supply Co., Montreal, spent a few days in Quebec this week.

J. A. Langlois, of the L. Gauthier Co., was placed in nomination in St. Sauverin Division. He ran as a Labor candidate in the recent elections.

George Fex has arrived at the Louis Gauthier Co. factory, to take over the interest of Mrs. Louis Gauthier, sister of Mr. Fex.

Henry Muir, of James Muir Co. was in Boston, Lynn and Haverhill on business. This firm is constantly receiving a large number of orders. James Muir was in Boston during the past week.

James Gauthier, son of the late Louis Gauthier, was married on April 29 to Blanche Huard. They are on an extended wedding trip to Montreal, Ottawa, Toronto and Niagara Falls.

J. B. Blouin, Limited, of Levis; the Rock Shoe Co., Wm. A. Marsh Co., Duchaine & Perkins, the John Ritchie Co., Tourigny & Marois, are all busy endeavoring to finish up their spring and summer run.

A. Pion, who was identified with A. Pion & Co., for sixteen years in the tanning business, has opened an office at 344 Prince Edward Street. He will handle hides and skins, and in the near future he intends branching into leathers. Mr. Pion is well known among shoe manufacturers.

His numerous friends wish him success in his new enterprise.

J. S. Langlois, formerly of J. S. Langlois & Co., has been appointed business agent and secretary of the Boot and Shoe Manufacturers' Association of Quebec. Mr. Langlois was born in Quebec in 1851, and was married in 1872 to Miss Aurelie Beaumont. For six years he was in the employment of Olivier Rochette, leather merchant, and for the past fifteen years he has conducted a retail shoe store in St.

Joseph Street. Mr. Langlois was a well known shoe manufacturer for 20 years.

Among the recent visitors in Quebec on business were H. A. Galpin, representing A. J. Foster & Co., Boston; L. S. Odell, Toronto, representing Fisk, Limited, Montreal; W. C. Pitfield, representing Eastern Securities Co., Limited, Montreal; W. H. O'Flaherty, representing E. F. Walter & Co., and Jules Payan, representing Duclou & Payan, St. Hyacinthe, Que.

years, has taken a similar position with Ames-Holden-McCreedy, Montreal.

L. F. Mulready, superintendent of No. 1 factory of the latter company, resigned a few days ago.

During the past few days a number of shoe factories have been busy taking stock preparatory to commencing their fall and winter runs. Nearly all manufacturers report that orders have been coming better than last year at this season and all are looking forward to a period of activity.

J. M. Humphrey & Co., of St. John, who began the shoe manufacturing business in a small way, about three years ago, are branching out and making some finer grades. They have recently enlarged their premises. At present they employ some 50 hands, but will increase the number to 100.

The Activities in the Factory Centres

Many Firms Have Been Taking Stock—Perth By-law to be Voted Upon Again—Veteran Superintendent Accepts a New Job—More Additions to Various Plants—Will the Tariff on Shoes Be Reduced?

Mr. Ogg, of the Rowen-Ogg Co., Guelph, Ont., spent a few days recently in Rochester.

Thomas Williams, of Williams, Hoyt & Co., shoe manufacturers, of Rochester, N.Y., spent a few days in Toronto recently.

The Solid Leather Shoe Co., of Preston, Ont., has had recently installed a Rex pulling over and other machines.

The Stentiford Shoe Repair Shop, of Brantford, has added a Goodyear rapid stitcher to its equipment.

The Normal College students of Truro, N.S., recently paid a visit to the shoe factory of the A. A. Durkee Co.

R. L. Savage, of Jackson and Savage, Montreal, spent a few days in Boston last week.

J. A. Adams, of Rideau Shoe Co., and D. McDermott, of McDermott Shoe Co., Montreal, spent a few days recently in Boston.

Simon G. Grosch, of the Grosch Felt Shoe Company, Milverton, Ontario, has bought an automobile and is enjoying some lively spins through the country.

John Dougherty, late of the Rowen-Ogg Co., Guelph, has been appointed foreman in the Solid Leather Shoe Co., of Preston, Ont.

S. H. Parker, sales manager of the William A. Marsh Co., Limited, Quebec, was in Toronto, Hamilton and other cities last week calling upon the trade.

The Elmira Felt Co., of Elmira, Ont., have recently installed an Ensign lacing machine, a Naumkeg buffing and an edge setting machine.

The Brandon Shoe Co., of Brantford, Ont., have been so busy with orders that the factory has been running at nights for some time in order to turn out the goods.

Charles Ash and Sons have opened a new shoe factory in Harbor Grace, Nfld. Machinery is being placed in position and the industry has bright prospects.

Messrs. C. Merner and Ratz, of the New Hamburg Felt Boot Co., New Hamburg, Ont., have been on a trip to Indiana, Illinois, Ohio, and other states.

The Berlin Felt Boot Co., of Berlin, have recently added several snappy lasts, which are much admired and for which large orders have been received.

J. A. Walker, of the Walker-Parker Co., Toronto, returned last week from spending a few days in Boston and other shoe centres getting a number of pointers for spring and fall styles.

C. F. Hayes, superintendent of the Aylmer Boot and Shoe Co., Aylmer, Ont., has returned from a business trip to Bos-

ton and other centres in the New England states.

M. McGowan, manager of the footwear division of the Consolidated Rubber Co., Winnipeg, was in Toronto last week on a business trip.

Richard Weston, of the Weston Shoe Company, Campbellford, Ont., was in Toronto for several days last week with some new samples, which he was displaying to the trade.

Alex. Braid, foreman of the Goodyear department of the John McPherson Co., Hamilton, was in Toronto last week on business. Warren Elliott, late of the same company, has bought a retail shoe business at 340 Danforth Avenue, Toronto.

The United States rubber year ended March 31st, and the total income was \$7,227,167, increase of \$629,478. Their surplus amounted to \$5,376,307, an increase of \$1,076,482. Their previous surplus was \$3,349,423, with an increase of \$549,826.

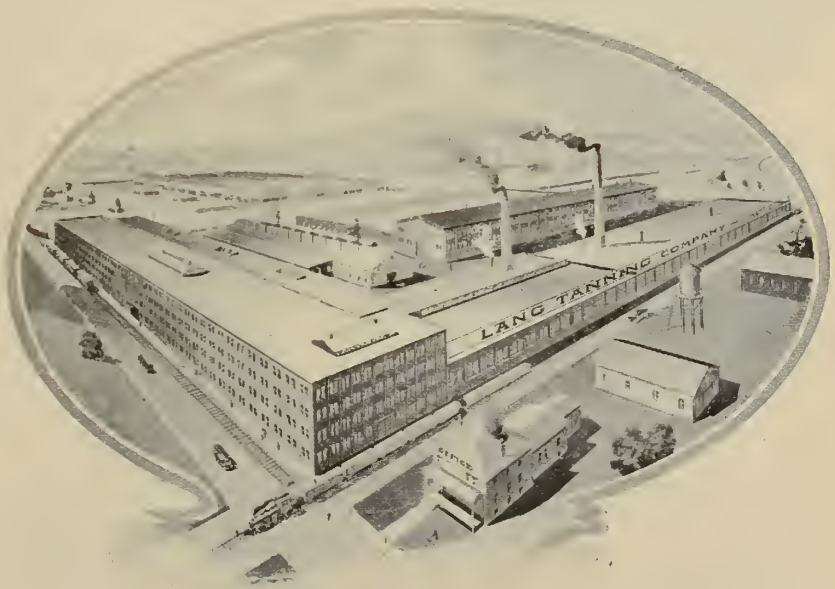
W. V. Matthews, superintendent for J. and T. Bell, Limited, for a number of



The firm of Walker-Parker & Co., Toronto, recently celebrated their 13th anniversary in business.

Mr. Walker, previous to forming a partnership with Mr. J. T. Parker, was, for a number

of years, clerk in a retail shoe store in Owen Sound, and for nine years a traveler for the J. D. King Co., of Toronto. He states when his firm began manufacturing shoes, they were the third concern in America to place women's footwear on the market, under a registered or branded name, and with the price of each shoe stamped on the sole. There were two houses in the United States making women's shoes, who followed this process. Certain parties declared that it was merely a fleeting fad, and a passing fancy, which would sooner or later die. The fad seems to have developed into a lively conviction,



The Lang Tanning Co., Limited, of Berlin, Ont., have, during the past few months, erected extensive additions to their property, and their tannery is now one of the best equipped and up-to-date of any on the continent. The present capacity is over 1,000 sides a day. The buildings are admirably laid out, and the firm lay claim to the proud distinction of being "the largest exclusive harness leather tanners under

the British flag." During the past year there were erected by the company a three-storey brick building, 264 feet by 40 feet wide, and a four-storey concrete structure, 80 feet by 64 feet. These two buildings are used for dressing and finishing leather. A concrete tan yard, 274 feet by 64 feet and another 235 feet by 102 feet, as well as a concrete addition to the beam house, 136 feet by 35 feet were also built.

as now practically all manufacturers of high-grade shoes have their own brands, while a number stamp the price on the sole. Being the first in Canada to inaugurate this move, Mr. Walker believes it has been one of the contributing causes to the success of the "Empress" shoe, combined, of course, with excellent craftsmanship and splendid material in its construction. The firm were also one of the first, if not the first, in Canada, to engage exclusively in the production of women's shoes. They have never attempted to make anything else, and strongly believe in specialization.

The Harbor Grace, Nfld., Boot and Shoe Mfg. Co., W. J. Janes, manager have just installed a line of counter-making machinery. This is a new industry, and one that counts much for the well-being and life of any shoe. Heretofore, the counter in vogue with most manufacturers was made of leatherboard, but this company can now boast of a good solid shoe throughout.

J. P. Donald, who for the past twelve years has been secretary of the R. M. Beal Leather Co., of Lindsay, has resigned and will leave in the near future for Pic-

ties it has been torn down. The building was for many years the shoe factory under the management of Mr. Ross. A large number of felt shoes were manufactured, but at that time there was not much demand for this class of goods. The factory was closed about fifteen years and the machin-

that the loss will be close on to \$30,000. as, in addition to the machinery, there was a supply of leather robes, etc., valued at several thousand dollars. Mr. Adam, the proprietor, was making preparations for operating a shoe factory in connection with the tannery, and the machinery had been on order for some time. The fire has, of course, put an end to the undertaking. It is probable that the tannery will be re-built, and the citizens of Camrose will assist in the re-erection of the same.

The by-law to loan \$25,000 to Winn Shoe Company, Perth, will be again submitted to the electors of that town. This by-law was voted on last month and was defeated, but according to the new bonus by-law assented to in the House there were sufficient votes polled in its favor to declare it carried. But according to the old law it fell by the wayside by 86 votes. The conditions of voting under the old law required three fifths of the eligible voters on the list, provided less than one-fifth had voted against the measure. The new law requires three-fifths of the council



WARD A. CASSELMAN

Who has just been re-elected President of the London, Ont., Retail Shoe Dealers Association.

ery moved. Since then the structure has been going to ruin, and during the past winter the roof fell in.

E. H. Lightford, superintendent of the shoe factory in Perth, Ont., was in Toronto last week on business. The by-law to loan the company \$25,000 for fifteen years will again be submitted to the rate-payers of the town on May 23, and it is predicted that the measure will carry. The name will be changed to the Perth Shoe Company, and it is the intention of the management to largely drop the making of children's footwear and convert the product of the factory into women's shoes.

The tannery at Camrose, Alberta, which was owned by Francois Adam, and built



ALEX. CHISHOLM

An alert shoe retailer of West Toronto, who recently opened a palatial new store at 1685-87 Dundas Street.



A. PION

Who has recently opened an office in Quebec city and will handle hides and skins.

ton, N. S., where he becomes head of a large leather concern. Since residing in Lindsay, Mr. Donald has taken a prominent part in the political, civic and religious life of the town.

The Crown Shoe & Leather Co., Montreal, expect to begin operations about June 1. The company has secured a factory on Moreau Street, and will make oil tanned shoes, or larrigans. Later they may go in for heavy lumbermen's and miner's shoes. J. R. Claude is president of the company, and C. H. Deguise, secretary-treasurer. Mr. Claude will continue his hide and skin business.

The Collis Leather Co., who are erecting a large factory in Aurora, which town has voted a bonus of \$10,000 and freedom from taxation, is offering \$100,000 of a capital stock at par. The factory will be in charge of Walter Collis, a practical tanner, who understands every part of the business. The directors have themselves subscribed more than one-third of the stock.

An old landmark has disappeared in Walkerton. Having been sold to local par-



ROWLAND HILL

Recently re-elected as First Vice-President of the London, Ont., Retail Shoe Dealers Association.

some four years ago, was destroyed by fire recently. The establishment had lately been re-modelled and was being operated very successfully. It is estimated

favorable to its submission, and two-thirds of the total vote polled for the by-law.

During the last fortnight a petition has been circulating among Montreal manufacturers with reference to the appointment of a representative whose duty it would be to secure competent workmen in American shoe centres in times of labor stringency in Canada. The object, of course, would not be to bring in workmen under contract, but, as this would contravene the provisions of the Alien Labor Law, they would be encouraged to "trek" up to Canada, where labor conditions are usually better. It is understood that some move may be made by the backers of the scheme in question to take up the matter of alleviation of the frequently occurring labor shortage question among shoe manufacturers with the Department of Commerce and Labor.

FOR SALE AT A SACRIFICE.—One Singer sewing machine, double power table and all attachments. Room for six machines. Nearly new. Apply H. Peel, Owen Sound, Ont.

The shoe manufacturers and tanners of Canada were recently somewhat alarmed over a despatch from Ottawa, which appeared in a number of Canadian papers, to the effect that the Government was contemplating sweeping tariff changes, and that the reductions would be made by an order-in-council, at an early date. It was intimated that the present protection in leather boots and shoes and rubber goods would be immediately lowered. It is now denied that any tariff alterations are likely before the next session of Parliament. If the Government desires it can reduce the tariff on almost any article and have Parliament confirm its action next session. There is a special provision in the Act enabling the Government to grant a drawback on articles brought in by manufac-

turers for their business, and another authorizing tariff reductions or the suspension of the collection of duties to meet unusual conditions, such as a coal famine. But although it has the authority, the Government has no intention of revising the tariff. Finance Minister White is giving a good deal of time to the study of tariff questions, but on the whole the present tariff appears to be working well. It is understood that no industry is being adversely affected by it.

Some "Home Market" Truths

"When we buy goods at home we get both the goods and the money."

Two hundred and fifty (1912) factories, branches of companies established in the United States, are operating to-day in Can-

ada, representing an aggregate investment of over \$250,000,000 (1912).

The factories and workshops of Canada employ 435,000 artisans and workpeople who receive and distribute annually \$250,000,000 in wages. Do you want to keep this money working for you at home, or will you send it abroad to work for the other fellow?

"No goods purchased abroad are cheap that take the place of our own labor and our own raw material."

An industry employing a thousand mechanics who receive the average wage and average salary, means to any community the addition of at least 5,000 people to its population, and an additional expenditure of \$2,500,000 a year in that community.

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GOODYEAR WELTS on
 Up-To-Date Lasts a Specialty
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OF ALL KINDS

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LARRIGANS AND UPPERS

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LINEN THREADSFor All Kinds
of Manufactures**COTTON THREADS**

STANDARD QUALITY

BEST VALUE

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Hardash Silk Thread

Also Boot and Shoe LacesMohair, Leather,
Mercerized, Silk.**FRANK & BRYCE, Limited**MONTREAL
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QUEBEC**TANNING RESEARCH
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So Cosy
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SHOES**Little Feet**get full opportunity to
develop in *So-Cosy*
Soft Sole Shoes. They
please mothers every-
where. Your jobber
handles them. Ask himTHE HURLBUT CO.
LIMITED
PRESTON, ONT.**The
Quaker Shoe Co.**

Makers of

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Little Gents' Medium
and Staple Lines**W. H. Staynes & Smith, HIDE and LEATHER
FACTORS**CASH ADVANCED
ON CONSIGNMENTS.**Leicester, Eng.**and at Kettering, Northampton
Frankfort-on-Maine.

Cable "HIDES." Leicester.

"Moenus" Non-Royalty Welt Fair Stitcher No. 919

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G L O S S E E

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BROWN Perfection Patent Black Glazed KID
Office and Factory, - LYNN, MASS., U.S.A.

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St., Boston, Mass. 126 Andrew St., Rochester, N. Y.

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TAYLOR POOLE & Co., St. Louis, Mo.; Cincinnati, Ohio
SIMON WEIL: 201 E. Lake St., Chicago, Ill.

BOX TOES THAT COME ALIKE



Made in
Cork,
Waterproof,
Felt,
Combination
Leather
and Canvas

SEND
TRIAL
ORDER

INDEPENDENT BOX TOE COMPANY

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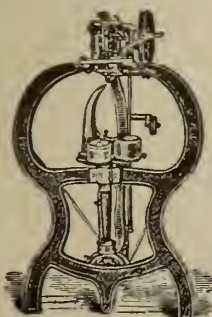
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DUCLOS & PAYAN

Manufacturers of Shoe Leather

Fine Box Chrome Sides, Chrome
Sole, Heavy Chrome Sides and
Mennonite Grain, Wax Splits
Boot and Shoe Counters and
Innersoling.

Office and Factory, Store, 224 Lemoine St.
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McKay Sewing
Machine

ESTABLISHED IN 1869

OLDEST SHOE MACHINERY FIRM
IN CANADA.

KIEFFER BROS.

Dealers and manufacturers in
Non Royalty Shoe Machinery.

Duplicate parts for all kinds of shoe mach-
inery always kept in stock. Ask for prices on
Shoe Racks and dieing out Blocks.

96 Prince St.,
Montreal.

Fred. C. A. McIndoe & Co.

Leather Dealers and Commission Merchants

Selling Agents for

Breithaupt Leather Co. - Berlin.

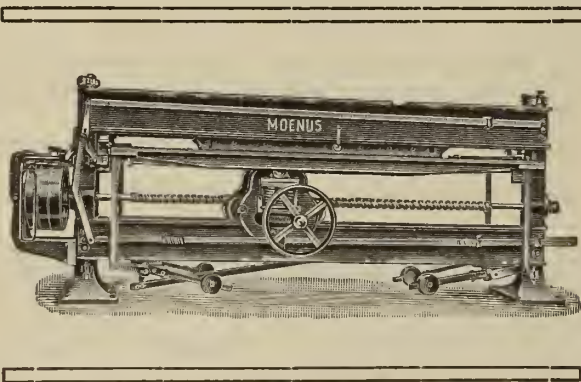
85 ST. PETER ST., MONTREAL

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MOENUS MACHINE COMPANY

FRANKFORT-ON-MAIN, GERMANY



“Altera” Embossing and Ironing Machine

Most beautiful deep Embossing
Any grain or design can be done to
highest perfection.

Complete Album of grains sent free
on application.

Machinery for Tanners, Curriers, Belting, Boot
and Shoe Manufacturers.



**A FEW
INSIDE FACTS
ABOUT
EYELETS**

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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: Lagachetiere and St. Monique Sts. - MONTREAL, QUE.



THE FACILITIES AT THE BACK OF THE BRAND

One of the thriving manufacturing enterprises of which Granby has reason to be proud of is that of the Miner Rubber Co., Limited.

The various buildings occupied are equipped with the most modern machinery and facilities for the manufacture of High-Grade Rubber Footwear of all styles.

This business was established here three years ago by the late S. H. C. Miner, who was a leading factor in the Rubber Footwear business for a number of years.

Since operations were commenced the growth of the business has been phenomenal under the direction and supervision of Mr. W. H. Miner, Vice-President and General Manager.

The products of the Company are shipped to all parts of Canada from coast to coast.

A large number of expert workman are employed.

The plant has a capacity of over 10,000 pairs daily. Branch houses and selling agencies are located in all principle cities throughout Canada.

THE MINER RUBBER CO., LIMITED

FACTORIES
Granby, Quebec

TORONTO WAREHOUSE
93-99 Spadina Avenue

THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH

Articles Worth Reading

Are You Buying Shoes You Can Dispose of at a Reasonable Profit?

□ □ □

How Wholesalers Should Capture the Growing Trade as Foot Specialists

□ □ □

The Way Some Wholesalers Try to Impose Upon the Intelligent Shoe Retailers

□ □ □

Wholesalers Declare They Protect the Interests and Welfare of the Trade

□ □ □

Are You Adopting Live Methods That Will Bring Home the Business?

□ □ □

How Dispensaries are Flouting Profits—Presentation of a New Viewpoint

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

This Letter Is Directed To Whom It May Concern—

We are experiencing a remarkable revival in the demand for WEILDA CALF which predominates on the gray as well as the black and brown shades.

Coming as it does almost entirely from the manufacturers of fine shoes, we take this new demand for WEILDA CALF to indicate that this leather has not lost its popularity, but has simply been overshadowed by the call for various fancy fabrics.

The fad for these having now become exhausted, WEILDA CALF is coming into its own again.

Though thus reasonably accounted for, the present popularity of WEILDA CALF seems the more remarkable to us in view of the tremendous orders received on our TAN GUN METAL CALF--the demand for which exceeds the supply.

This condition bids fair to continue on account of the splendid wearing qualities and value which are always to be found in TAN GUN METAL CALF.

As stated before, this is merely trade information, and we believe it will be appreciated by those who read and make use of what they read, as it may be best adapted to their individual business.

Yours very truly,

A. C. LAWRENCE LEATHER COMPANY

JAMES ROBINSON
BOOTS - SHOES - RUBBERS

182-186 McGill Street

Montreal, June 1, 1912

Mr. Shoe Merchant:

How are you fixed right now for summer selling?

Is that good stock you put in still complete enough to stand the demands of June sales?

Indications point to there being a good month's business ahead, and without considering the inroads that the sales of July and August will make on your stock, it is surely advisable to put that stock in good shape right away. Your stock of outing shoes especially will need to be in pretty good order.

Look over your stock to-day and even if it is only a few pairs you're short, send in for them. I can fix you up, no matter how large or how small your wants are, and I can do it promptly, too. Just let me know what you need. I am only too anxious to show how well I can serve you.

I hope you will have a very successful summer's business.

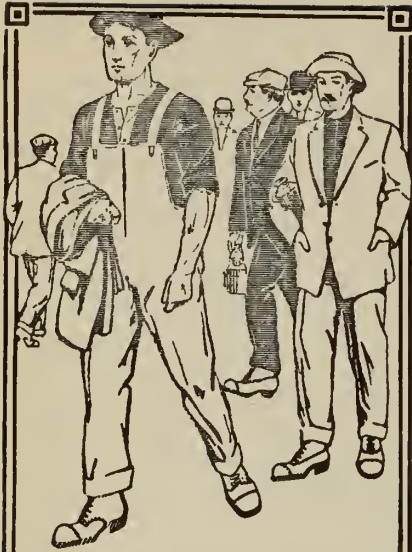
Yours for bigger profits,

James Robinson

Helping you to Sell More Shoes

Advertisements like these are appearing in the leading papers in Canada.

Our Poster and Booklet advertising also helps our retailers to sell more shoes.



Mr. Workingman

you cannot afford to be indifferent about the make of boot you buy. Your boots get hard, constant treatment six days a week. A poorly made boot is too expensive.

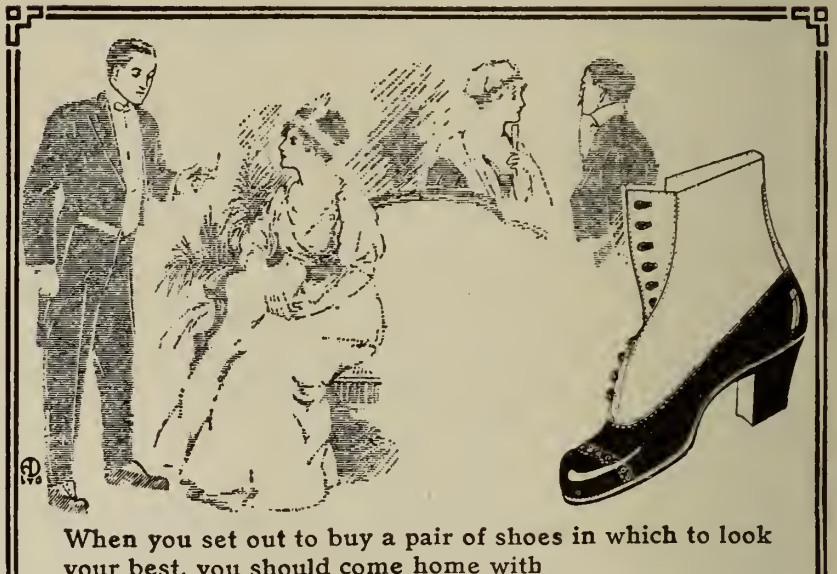
In the

AMES HOLDEN

ARTISAN

the uppers are hand cut from honest tough leather. The soles are double locked stitched or pegged. These treated with Viscol Oil absolutely keep the damp out and your feet dry and warm. As a matter of economy ask your dealer for ARTISAN.

Any dealer selling our shoes can secure gratis electros like these for his own use by writing to us.



When you set out to buy a pair of shoes in which to look your best, you should come home with

AMES HOLDEN SHOES

They are always abreast of the latest and newest ideas in shape and style. They are scientifically made along lines that ensure perfect fit and comfort. They retain their shape and handsome lines because they are fitted over lasts by expert workmen. They are all leather without any kind of substitute. They are lock-stitched with silk and cannot rip.

They merit your choice from three standpoints—appearance, wear and comfort. Your dealer will be glad to show you these shoes.

6

Ames-Holden-McCready, Limited

Montreal - St. John - Toronto - Winnipeg
Calgary - Edmonton - Vancouver



E-N-D-U-R-A-L

The Calf Skin that IS Waterproof

We call "Endural" a waterproof calf not because we would like it to be waterproof or because we have tried to make it so, but because we know it is waterproof, and because we have the assurance of many shoemakers that it is the best water excluder of which they know.

It has proven profitable to us to have discovered a means of making "Endural" perfectly waterproof without spoiling its grain or texture, and it has proven profitable to many makers of good winter shoes to discover the good qualities of "Endural." Now, it's going to be just as profitable to you to make sure of these good qualities and it's not going to cost you much, either. Just order a few skins and try them.

You'll be mightily pleased when you find that "Endural" answers every purpose of imported viscolized leathers and actually costs you some 4c. less on every foot you cut

Isn't "Endural" worth a trial?

DAVIS LEATHER CO., LIMITED

NEWMARKET - ONTARIO



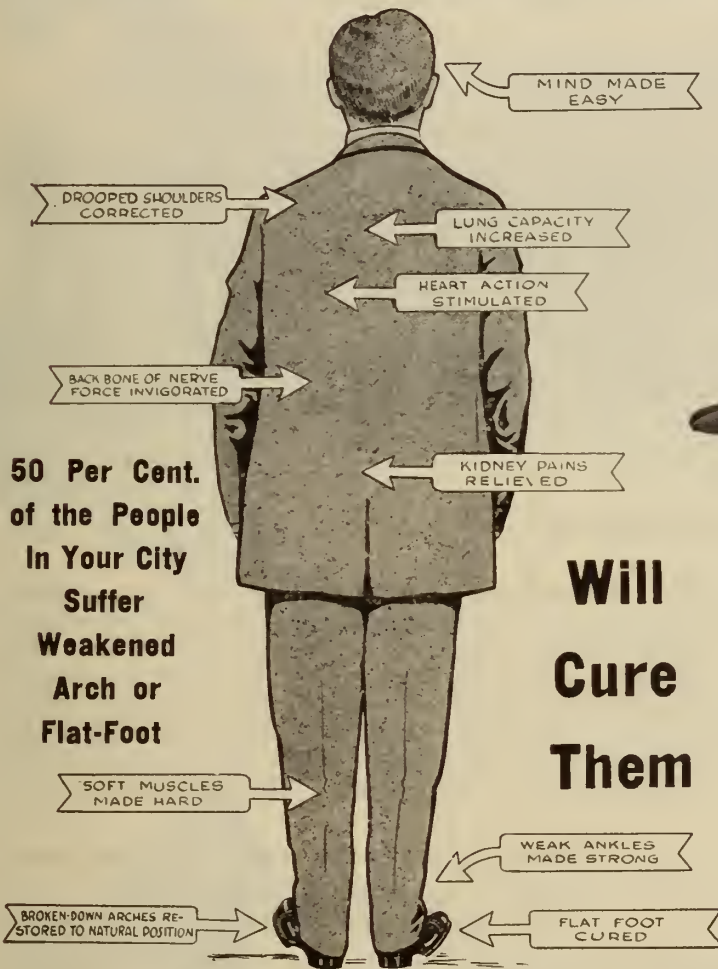
EVERY time you sell a pair of
"Vassar" or "Miss Canada"
Shoes you make a firm friend for
your store. The "last word" in style
and shoe making.



MINISTER MYLES
SHOE COMPANY
L I M I T E D

TORONTO - ONTARIO

All These Ills are Symtoms of Weak and Broken-Down Instep Arch



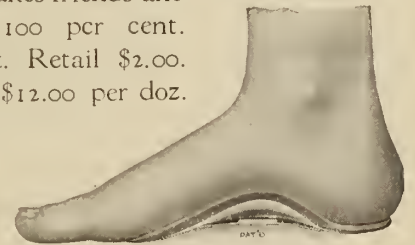
50 Per Cent. of the People in Your City Suffer Weakened Arch or Flat-Foot

Will Cure Them

DR. SCHOLL'S "FOOT EAZER"



Consists of two finely tempered German silver spring plates, self adjusting, leather-covered, light, gives just the right amount of natural spring pressure for utmost comfort. Prevents flat-foot, makes friends and pays you 100 per cent. clear profit. Retail \$2.00. Wholesale \$12.00 per doz. pairs.



Dr. Scholl's "Tri-Spring" Arch Support



This scientific appliance, with its constant, firm, upward springy pressure corrects the most severe cases of broken-down arch. The slight, springy movement gives the muscles and ligaments their natural flexibility. Especially recommended for heavy weight persons. Retail price, \$3.50 per pair. Wholesale, \$18 per dozen. Single, \$1.75 per pair.

DR. SCHOLL'S BUNION APPLIANCES

Scholl's Bunion Reducer



fits snugly, fills the hollows, gives complete comfort. Made of pure gum rubber, reduces the tissue, prevents further growth.

Retail, 50c. each. Wholesale, \$7.50 per doz. pairs.

You Can Sell These Scientific Appliances



To One-Half of all Your Customers

Made of antiseptic rubber, straightens the great toe. Can be removed and cleansed with water. Retail price, 50c. each. Wholesale \$4.00 per doz. Same with one cylinder for crooked toes. Wholesale, \$2.50 per doz. Single, 25c. each.



Send for complete catalogue of Scholl's 35 Foot Appliances—One for every Foot Ill or Deformity

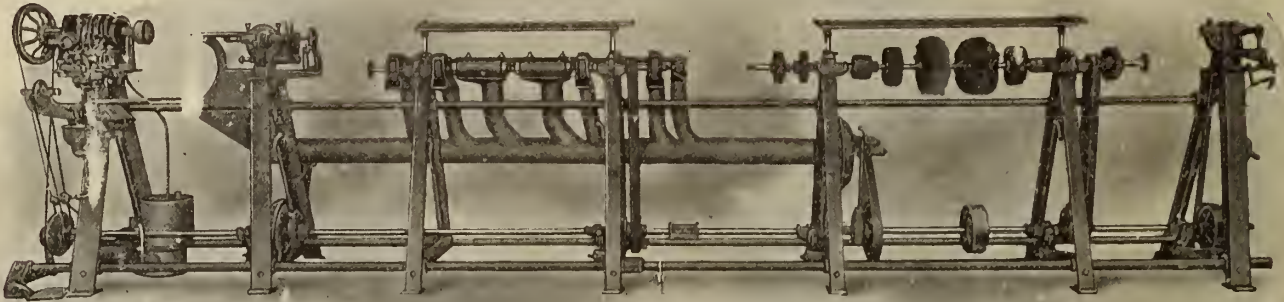
The Scholl Manufacturing Company

The Largest Manufacturers of Foot Specialties in the World

472 King St. W., Toronto

5 Manchester Ave., E. C., London

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



“Kingsbury” Brand

“America’s Beauty” Brand



The range is so complete that you will always have an excellent choice in prevailing styles and leathers.



Kingsbury Footwear Co. Limited

Specialists in Ladies' Footwear
MONTREAL



COME TO BOSTON

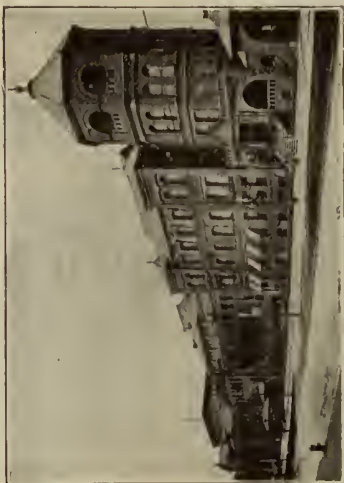
July 10th to 17th

Low Round Trip Fares

Including liberal stop-overs and
extension privileges to New York



Visit the Sixth National Shoe and Leather Market-Fair



International Convention of Shoe Factory Superintendents and Foremen—SATURDAY, JULY 13th
Mass Meeting of Retail Shoe Dealers of the United States and Canada—FRIDAY, JULY 12th

Canadian Day, Friday July 12th

NATIONAL SHOE TRAVELERS' ASSOCIATION CONVENTION OF DELEGATES
BOSTON HARBOR EXCURSION AND TRADE OUTING

KINGSTON, ONT.	28.57	RAILWOOD, ONT.	23.00
GANOQUE, ONT.	27.82	REST HARBOR, ONT.	23.00
PRESCOTT, ONT.	25.42	ROBINSON'S, ONT.	22.30
MONTREAL, QUE.	19.72	ROSSLAIR, ONT.	22.65
QUEBEC, QUE.	22.00	ROSSEAU, ONT.	23.15
		ROSSEAU FALLS, ONT.	23.15
		ROSTREVOR, ONT.	23.00
		ROYAL MUSKOKA, ONT.	23.00
		STANLEY BRAE, ONT.	23.00
		STANWAY HOUSE	23.00
		ST. ELMO, ONT.	22.65
		THE BLUFF, ONT.	23.00
		TORRANCE, ONT.	22.65
		WALKER'S POINT, ONT.	22.65
		WASKADA, ONT.	23.00
		WHITESIDE, ONT.	22.55
		WINDERMERE, ONT.	23.00
		WOODINGTON, ONT.	23.00
		YOHIO, ONT.	23.00
AMERICAN HOUSE, ONT.	\$22.55	HUTTON HOUSE, ONT.	22.65
BALA, ONT.	22.55	ISLAND F. ONT.	22.65
BARNSDALE, ONT.	23.00	KING'S PARK, ONT.	23.00
BEAUMARIS, ONT.	22.55	LAURIE, ONT.	22.55
BOHEMIA ISLAND, ONT.	23.00	MAPLEHURST, ONT.	23.15
BRACEBRIDGE, ONT.	22.65	MAZANGAH, ONT.	23.00
CAMP SUTTON	22.55	MILFORD BAY, ONT.	22.65
CAPE ELIZABETH	23.15	MOHYCA, ONT.	23.15
CLEVELAND'S, ONT.	23.00	MORINUS HOUSE, ONT.	23.00
CRAIGIE LEA, ONT.	23.00	MORTIMER'S POINT, ONT.	22.55
DUDLEY, ONT.	22.40	NORMANHURST, ONT.	22.85
ELGIN HOUSE, ONT.	23.00	DAIGN HOUSE, ONT.	23.00
ENDIANG	23.00	PENMAN'S ISLE, ONT.	23.15
FAIR HAVEN	22.55	FINLANDS	23.00
FERNDALE, ONT.	23.00	PT. KAYE, ONT.	22.65
FOOT'S BAY, ONT.	23.00	PORT CARLING, ONT.	23.00
GLENIFFER BRAES	23.00	PORT COCKBURN, ONT.	23.10
GORDON BAY	23.00	PORT KEEWAYDIN, ONT.	22.65
GREGORY	23.00	PORT SANFIELD, ONT.	23.00
HAMMIL'S POINT	23.00		

We are not responsible for any errors in this list. We have taken every precaution to have it correct, but the traveler should verify it at his local ticket office.

This is the **time**, the **place** and the **opportunity** for all buyers and sellers of shoes, leather, shoe and leather machinery and supplies to get together for mutual benefit, for the cementing of trade relations and the development of future business. If you wish exhibition space send for our new booklet, giving full details, **at once**. Do not delay—spaces are going rapidly.



JACOBSEN PUBLISHING CO.

183 Essex Street, Boston

2 Stone St., New York 415 Arch St., Philadelphia 136 West Lake St., Chicago

Every Tebbutt Shoe has a meaning all its own



*THE
Professor*

PAT. NO. **+** 119409
**GOLD CROSS
SHOE**



Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO

The Doctors' Shoe means warm, dry feet in wet and sloppy weather. It means the prevention of many colds and coughs. It means that snow, slush, rain and mud have no terrors for its wearer.

The Professor Gold Cross Shoe means the prevention of corns, callouses, bunions and sore feet. It means foot comfort to the last degree. It means a satisfied and happy patron of your store.

Purposeful Shoes for Men

The 2-in-1 Hockey and Skating Boot means the satisfactory solution of the problem confronting most young men who want a skating boot that is light, yet sturdy enough for hockey.

The Double-Laced Hockey Bal. means protection to the foot of the hockey player. It means that he can guard against injury to whatever part of his foot is most apt to receive knocks.

Made with or without our Patented Steel Toe.



The
Double-Laced
Pat. Hockey
Bal.

**THE TEBBUTT
SHOE & LEATHER CO.
LIMITED**

THREE RIVERS

QUEBEC

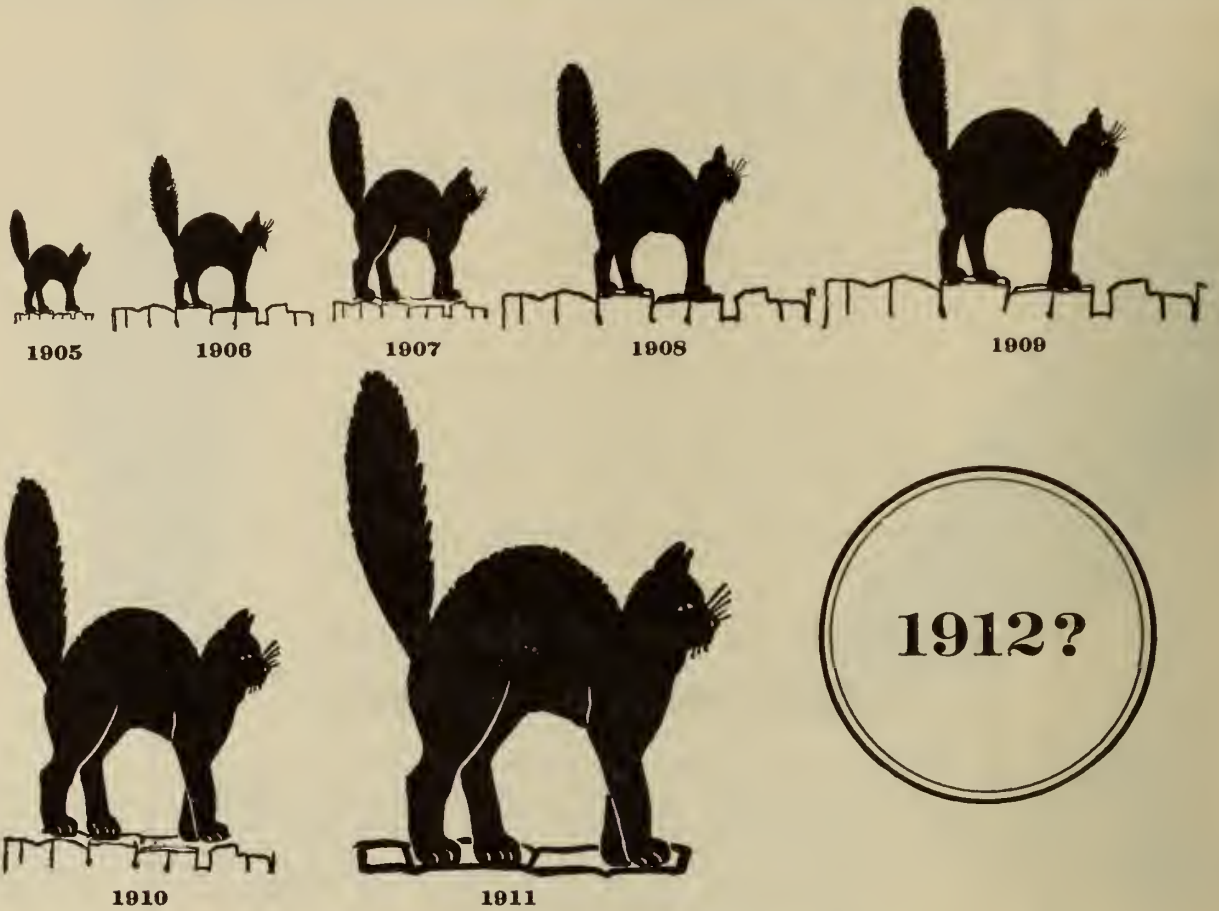
Style is one of the strong talking points of our Welts

- It is not enough to sell a man a pair of shoes that will **wear** well; he must also feel that his footgear does not detract from his general appearance.
- Linton's Welts fill the bill in this, as well as other important particulars.
- They are the last word in shoe styles. When you sell a pair, you have made a firm friend of your store.
- Are you making friends in this way? If not, better write us for full particulars of our lines.

Jas. Linton & Company

Factory and Head Office
MONTREAL

Branch
WINNIPEG



How We Have Grown—and Still Growing

We want every Dealer, Jobber and Manufacturer to help us make our Black Cat as large as possible for 1912. We will be pleased to furnish, without charge, any electroplates to use for catalogue work or any other advertising.



CAT'S PAW CUSHION RUBBER HEELS

Cat's Paw Rubber Heels have all the advantages of ordinary rubbers, and—besides—the Patented Friction Plug—in the back part of the heel—just where the wear comes—keeps you from slipping on wet sidewalks, and also makes the heels wear much longer than the old-fashioned kind.

Insist upon Cat's Paw Heels—Your Customers are Asking for Them

WALPOLE RUBBER COMPANY, LIMITED

Eastern Townships Bank Building, Montreal



“Cleo” Distinctiveness

“Cleo” styles are popular styles but they do not follow blindly the lead of any other line. In fact they do not recognize the leadership of any other line. They don't need to. They've a distinctive style about them that while not obtrusively novel is very catchy. They appeal forcefully to women of taste and refinement who desire to dress well. “Cleo” distinctiveness can be made a strong factor for sales, for most women know that where the “Cleo” sign is displayed there good shoes are sold. They retail at \$3.50 and \$4.00—a popular price for women's shoes.

CLEO SHOE COMPANY
LONDON, CANADA

ONLY Men's Shoes are made in the Murray Shoe Factory—Men's Shoes of correct style and good wearing qualities. This sticking to one line of Shoes is one of the great reasons of "Murray" superiority. For it stands to reason that where many lines are made extra particular attention, such as is necessary to produce shoes of Murray calibre, cannot be given to any one line. There is nothing in the Murray factory to distract the extra particular attention from the Murray Shoe for Men. To use a popular expression, "It's the whole works." Now, if you're going to compete successfully for the business

of the men of your locality it will have to be with a line that has been carefully and thoroughly evolved to meet the requirements of these men. You'll find that the Murray Shoe fills the bill in a manner that leaves nothing to be desired, for the Murray Shoe is the result of the work and worry of the entire Murray factory. Brains and brawn have combined to make it one of the finest lines to be had. Try "Murrays." They'll do your business good.



**THE MURRAY SHOE
CO., LIMITED**

London, Ontario



I want to help you sell the best work shoe made in Canada

Many shoe dealers in Canada are to-day reaping splendid profits from the sale of Ruthstein's Steel Shoes. They are being helped to these profits by the extensive advertising these good work shoes are receiving at the hands of their makers.

You should share in these profits. Ruthstein's Steel Shoes will sell in your locality as well as in any other. Workmen in your town will read the Steel Shoe advertisement and will be convinced that Steel Shoes are what they need. These men will go out actually hunting for the Steel Shoe dealer. They'll come to his store and demand Ruthstein's Steel Shoes and will be satisfied with no other.

But when you're handling Ruthstein's Steel Shoes you needn't let anyone hunt for you. I will supply you with cuts that you may use in your local papers. You can then tell the people what Ruthstein's Steel Shoes

are, and where they may get them.

And the advertising that I have undertaken for Steel Shoes is not going to be spasmodic. It's going to be kept right up until every time a man thinks of work shoes he'll think of Ruthstein's Steel Shoes.

This advertising is going to make it far easier for you to sell Steel Shoes than to sell any other kind. It's going to bring men right to your store with their minds made up to buy. And if you give them a good fitting pair of Ruthstein's Steel Shoes they'll be certain to come to your store again.

You need have no fear that these shoes won't live up to the advertising. There are over 500,000 pairs giving fullest satisfaction to-day. Miners, prospectors, lumbermen, contractors, laborers, in fact all classes of men who require

heavy service from their footwear, have proven that Ruthstein's Steel Shoes are the best work shoes made.

Because it's being made so easy for you to sell Steel Shoes isn't used as a reason to cut your profits, as can be readily seen from the following table:

No.		You Pay	You Get
03	Men's 6 in. black	\$2.65	\$3.50
04	Men's 6 in. tan	2.65	3.50
07	Men's 6 in. black	3.75	5.00
08	Men's 9 in. tan	3.75	5.00
09	Men's 12 in. black	4.50	6.00
010	Men's 12 in. tan	4.50	6.00
011	Men's 16 in. black	5.00	7.00
0103	Boys' 6 in. black	1.90	2.50
0107	Boys' 9 in. black	2.65	3.50
0108	Boys' 9 in. tan	2.65	3.50

Now, you're going to profit most by being the first merchant in your locality to handle these "best work shoes." Send in an order to-day and commence getting this good profit right away. Or, if you are not convinced, let us send you some interesting booklets that contain complete information regarding Steel Shoes. Don't delay. Write now.

N. M. RUTHSTEIN, Toronto, Ont.

THE STEEL SHOE MAN

Great Britain Factory at Northampton, Eng.
United States Factory at Racine, Wisconsin

BLACHFORD, DAVIES & CO., LIMITED

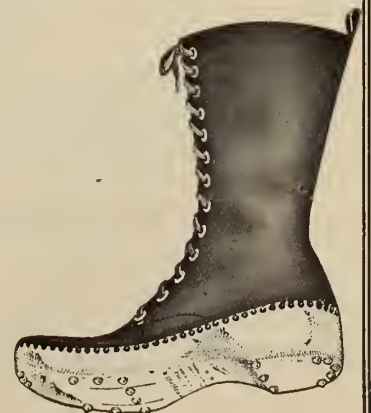
Sole Selling Agents for Canada

60-62 Front Street West

Toronto Ont.

GEO. G. LENNOX

Distributors for Manitoba, Saskatchewan and Alberta, 87 King Street, Winnipeg.



Every Rideau Shoe
Gives "Down-to-
the-Last-Cent"
Value



RIDEAU



RIDEAU

EVERY Rideau Shoe gives full measure value because every hide that comes into the Rideau factory must be a "full value" hide, every Rideau shoemaker must be a "full value" workman to hold his job and every Rideau last must be a "full value" practical shape.

And the Rideau Shoes are inspected and must receive the unqualified approval of experienced shoemen before they go to you.



So, when you get "Rideaus" in your store you can be sure you have shoes that are right in every particular, shoes that are going to give entire satisfaction to your customers and an enviable reputation to your store.

You and your customer receive from Rideau shoes "down-to-the-last-cent" value because we make sure that value is there before we allow the shoes to go to you.

Try "Rideaus" and see.

RIDEAU SHOE CO., Limited
MONTREAL, QUEBEC

WHY DIAMOND FAST COLOR

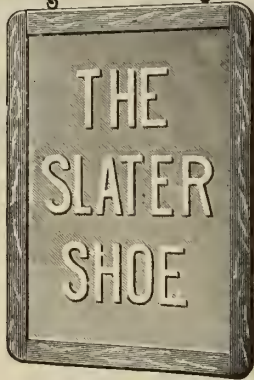
Nothing so cheapens a shoe as a brassy eyelet. In most instances it is more conspicuous than a break in the leather and even more difficult to remedy. But there is a sure way to protect your patrons from any annoyance in this connection. Diamond Fast Color Eyelets cannot wear brassy, they always look new and help to preserve the appearance of shoes throughout the longest wear. There is also a positive way to tell whether the shoes you purchase are fitted with them. Just look for the little  diamond trade mark raised on the surface of each. It is inconspicuous but very important. Your customers realize it. It is your guarantee that the eyelets are genuine Fast Color, for only the genuine Fast Color have the  trade mark.

UNITED FAST COLOR EYELET COMPANY

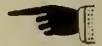
UNITED SHOE MACHINERY CO. OF CANADA

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

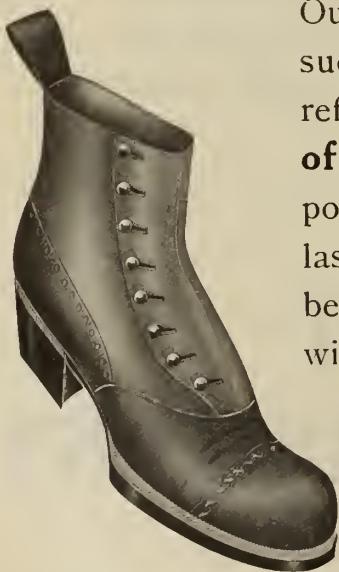
Continuous Concord between Retailer and Customer is what a Slater Agency means. The goods give an unbroken run of Satisfaction.



Little Talk and Quick Sales are appreciated by the Merchant and his assistants on a busy day.



If the Sign of the Slate is not to be seen in your town, send a card for particulars of our Exclusive Agency, the money maker for hundreds who went one better. Our advertising campaign will bring people to your store whose custom you will appreciate—it will be a decided case of first impression with the Slater Shoe.

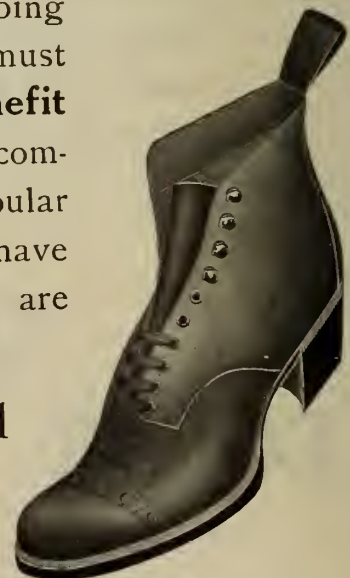


Goodyear Welted

Our ready-to-ship orders are going such "**Great Guns**" that we must refer to them again **for the benefit of the uninitiated**. They are composed of Self Selling Lines in popular lasts and supreme styles, and have been specialized for those who are willing to

Give Slater Shoe a trial

Full Particulars on Application



Goodyear Welted

THE SLATER SHOE CO., LIMITED - MONTREAL

“Make it in Maisonneuve”

Maisonneuve, the “Pittsburg of Canada”

The profits in shoe manufacturing are such that every means must be taken to reduce the cost of manufacturing. A poor location with inadequate shipping facilities, high power rates, and labor troubles, all conspire to cause the manufacturer to work for a “living” only.

In the TOWN of MAISONNEUVE, we give you all that is desirable for a factory location, fine shipping conditions—C.P.R., G.T.R. and C.-N. R., with Terminal Electric Railway, four railroads in all—a freight line linking them all together, besides this, the finest harbor and water shipping port in Canada.

Another reason why you should build your shoe factory in MAISONNEUVE—here a total absence of labor troubles, here workmen are contented, own their own homes, and are prosperous, and there is the finest labor market in the world to draw from here, male and female, skilled and unskilled.

We give bona fide industries important concessions in Maisonneuve, ten years' exemption from taxes, etc. Many big industries are now located in Maisonneuve. **The United Shoe Machinery Co., The Vickers Maxim Co., The Montreal Steel Co., The Slater Shoe Co., The Kingsbury Footwear Co.,** and many others.

We can make it worth your while to locate in Maisonneuve. Get in touch with us at once and we will give you more information.

Write, Phone or Call on

M. G. ECREMENT

Sec'y Treasurer of Maisonneuve

OR

HARRIS & L'ESPERANCE

Commissioners for the Town of Maisonneuve

13 Bank of Toronto Building

MONTREAL



ALL YOUR NEEDS FOR FALL, 1912

For fall of 1912 we have gathered together one of the most complete and comprehensive stocks of footwear in the Dominion. It comprises every grade of boots, shoes and rubbers that you will require, no matter what your class of trade may be.

We faithfully recommend these brands, which we know to be absolutely satisfactory:—

THE "IMPERIAL" SHOES

THE "BEAVER" SHOE

THE "LITTLE CANADIAN" SHOE

THE "MAPLE LEAF" SOLID LEATHER SHOE

"KANT KRACK" RUBBERS

"DAINTY MODE" RUBBERS

"ROYAL" RUBBERS

"BULL DCG" RUBBERS

You will have no fault to find with the salesmaking qualities of these goods. They are all A1 value in material, workmanship, style and fit, and are bound to please your customers in price as well as in comfort.

The samples of these lines, from which you order, are precisely the same in every particular as the goods you will receive. You know just what you are getting before you see the goods.

We are sure you would be interested in seeing our different brands of leather and rubber goods, both for summer assorting and fall shipment. If our traveler has not yet called we would be glad to send him.

McLAREN & DALLAS

WHOLESALE DISTRIBUTORS OF

BOOTS ~ SHOES ~ RUBBERS

30 FRONT STREET WEST

TORONTO





IT'S IT

CONFIDENCE is the bulwark
of business stability.

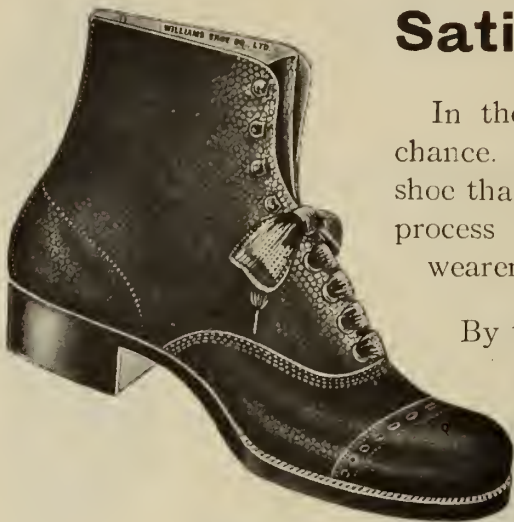
WHEN you know a firm
stands behind its products,
it helps mightily

WE guarantee **ASTORIA** and
LIBERTY shoes to stand
up to their work.

IT helps you and it makes for
us—co-operation that counts.

**THE
COOK - FITZGERALD
CO., LIMITED**

LONDON :- CANADA



**THE
WILLIAMS SHOE CO.
BRAMPTON, ONT.**

Satisfaction in Every Pair

In the Williams' factory, satisfaction isn't left to chance. By tried methods it is embodied in every shoe that is turned out. There is never a time in the process of manufacture that the satisfaction of the wearer of Williams' Shoes is not kept in mind.

By these methods and by constant supervision, shoes are produced that, in the matter of fit, appearance and wearability, are entirely satisfactory to their wearers. Of this we are assured by the steady increase of sales to those who have tried Williams' shoes and found them right in every particular.

Satisfactory shoes like Williams' are mighty good for business. Try them in your store.

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

Advertise your Business with the Shoes you sell

THE BEST

Everyday
SHOE

"Everyday" Shoes are of consistently good quality. Each shoe has to pass the same inspection and measure up to the same high standard. Therefore there is no fluctuation in the quality and wearing ability of "Everyday" Shoes.

That's what makes them such a big help to you in extending your business. They help to make your store known as the place where good shoes are always sold—and that's what counts with the public.

You can easily prove this to be true by putting into stock a fair assortment of "Everyday" Shoes. Give them a fair trial and you'll be well pleased.

Ask your jobber.

T. SISMAN SHOE CO.
LIMITED
AURORA - ONTARIO



Boulevard Brings Business

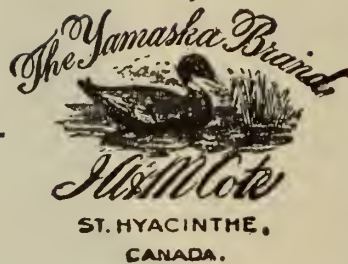
This Shoe Dressing gives the user satisfaction, and the dealer profit. It is widely and favorably known — which is half the selling required.

Prompt shipment guaranteed.

We make dressings for Shoe manufacturers. Also Diamond Brand Harness Dressing.

**American Dressing
& Sundry Company**

Manufacturers of Leather Dressing and Blacking
232 St. Charles Borromeo Street, Montreal



The Stamp of Satisfaction

Every shoe that bears the "Yamaska" stamp is bound to be a satisfactory shoe, for that stamp doesn't go on unless the shoe meets all "Yamaska" requirements. "Yamaska" on a shoe is a guarantee of comfort and long wear, good leather and expert workmanship. Sell "Yamaska" and satisfy.

LA COMPAGNIE
J. A. & M. COTE
 ST. HYACINTHE, P.Q.



AS the keystone is to an arch of masonry so is the counter to a shoe. So long as the counter is able to bear the strain, so long will the shoe retain its usefulness, and just so long.

Guay Solid Leather Counters will assist most any shoe to give longer wear and better service. 3½ and 4c. per pair.

EUGENE GUAY

230 St. Marguerite Street
 MONTREAL

Peters' Polishes For Fine Footwear

Peters' Polishes give a quick, lasting shine on any kind of leather. They contain nothing that is in any way injurious to the finest material and will not rub off and soil the clothing.

Used exclusively in many of the best hotels.

Tan Combination: large size, \$1.75 per doz.; small size, 85c. per doz.

Black and Tan Pastes: 85c. per doz.

Black and White Creams: large size, \$1.75 per doz.; small size, 85c. per doz.

Tan Cream in Jars (25c. size) \$1.75 per doz.

THERE'S MONEY IN IT FOR YOU.
 ONCE USED ALWAYS USED.

PETERS POLISHES
 617 QUEEN ST. W. TORONTO

Combination Leather

It is a comparatively new line with us, but our production already places us in the veteran class

Have you tried Davis' Combination?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply it

*Colored or Black
Grained or Smooth*

*And in weights suitable for
all lines*

Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

THAT P-V MULE!

If you cut "Split" Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Horse and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.
MILWAUKEE - WIS.

Distributors:

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CHICAGO

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NEW ORLEANS
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LONDON, ENGLAND
FRANKFURT, O-M., GERMANY
PARIS, FRANCE

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

FISK PATENT LEATHER IS RELIABLE

It eliminates factory troubles, as it will not check or crack. It cuts economically, works easily, is distinctive in appearance and makes shoes of refined quality.

In short, it is a perfect leather.

FISK LIMITED

6 St. Helen St.,

Montreal

THE "NUGGET"

TRADE MARK REGIS

WATERPROOF

BLACK POLISH

UNEQUALLED

TRADE MARK REGIS

MARK TERED.

FREE FROM ACID OF ANY DESCRIPTION

PRESERVING LEATHER FROM CRACKING

FOR PATENT, GLACÉ KID, BOX CALF AND OTHER LEATHERS

LONDON, S.E.

WELL SUPPORTED

BY THE

PUBLIC AND THE TRADE

The "NUGGET" POLISH Co., Limited
67 Adelaide Street East, Toronto, Ont.

TO WESTERN MANUFACTURERS



Mr. Paul Roy will call on you soon. He will show you our latest samples.

BORNE Glazed Kid stands the severest tests. It has a beautiful grain, is silky, pliable, and perfect in color. No imported Kid surpasses—few equal it. Light, medium and heavy weights.

IT WILL PLEASE YOU AND YOUR TRADE

LUCIEN BORNE **Quebec**
PAUL ROY, MONTREAL, WESTERN AGENT

A COMPLETE WINDOW OUTFIT

\$
15

ORDER
TO-DAY



\$
15

"THE
BETTER
WAY"

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

**82 QUEEN ST. NORTH
HAMILTON - CAN.**



Packard's Special Shoe Dressings

THE STANDARD FOR QUALITY—IN ALL COLORS

COMBINATION POLISHES

Each box contains a 4 oz. bottle of Liquid and a 2 oz. tin of Paste.

BLACK, TAN, OX BLOOD, ETC.
Large Size

PONY SIZE

2 oz. Liquid and 1 oz. Paste
BLACK AND ALL COLORS

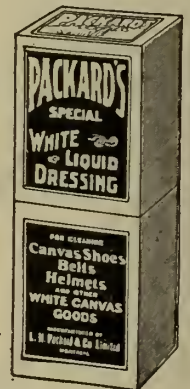
WHITE LIQUID DRESSING

For Cleaning White Canvas Shoes, Belts, Helmets, etc.

Large Size, 5 oz. bottle in cartons.

Pony Size, 3 oz. panel bottles.

Colored Canvas Dressing—All Colors.



RUBBER HEELS—We Control

O'SULLIVAN'S

THE BEST HEEL MADE



L. H. PACKARD

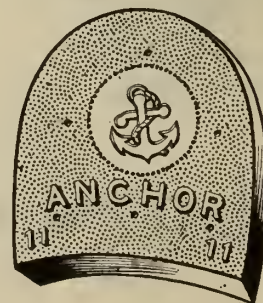
& CO. LIMITED

MONTREAL

Wholesale Shoe Findings and
Shoe Store Supplies

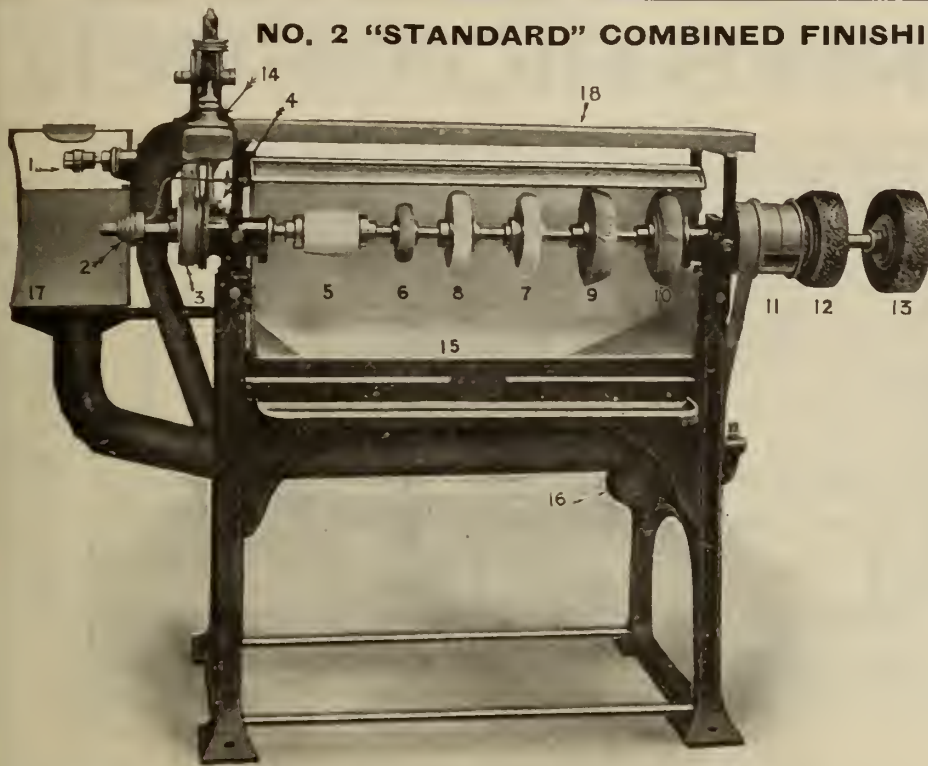
THE ANCHOR

A HIGH GRADE HEEL AT A LOW PRICE



Can be trimmed without its appearance being spoiled

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts. Space, 5 ft. 8 in. x 3 ft. Speed, 1200. Pulley, 6 in. EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.



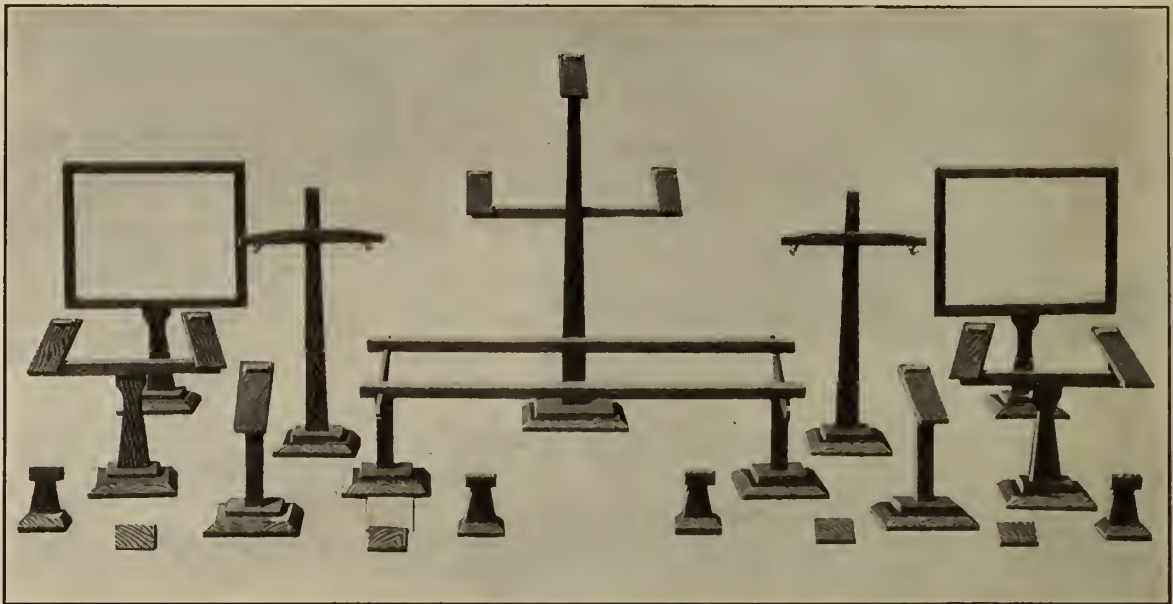
Inducing Your Customer to Come Again

Every time you sell a pair of Surpass shoes you make it worth while for your customer to come again to your store. Every person who buys shoes is after foot comfort and satisfactory wear, and that's what Surpass Shoes give them. So that if you are out after permanent trade you can't do better than stock "Surpass, the Shoe of Satisfaction."

**THE LOUIS GAUTHIER CO., LIMITED
QUEBEC CITY**

PACKARD'S BIG OFFER

\$6.50 Per Set



\$6.50 Per Set

Holds Twenty-Five Shoes
Each Shoe Given
an Individuality

**A Complete Window
Display Outfit for \$6.50**

Made in Mission Finish in Up-to-Date Style

Neat, Strong and Practical
Make Your Window
Your Best Salesman

L. H. PACKARD & COMPANY, Limited, Montreal, P.Q.

20th CENTURY WELTS

It's Quality that sells them

Quality of service backing up quality of appearance is selling 20th Century Welts at a fast increasing rate.

This "two-edged" quality keeps 20th Centuries on the move and leaves no possibility of "shelf-warming."

FOR
MEN
\$4.00
\$4.50
\$5.00

FOR
BOYS
\$3.50
and
\$4.00

THE C. E. McKEEN CO., LIMITED

TWO NEW LASTS FOR
FALL 1912

Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

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 CO.

MONTREAL, QUE., 59 St. Peter Street

CHICAGO

130 W. Michigan St.

NEW YORK

34 Spruce St.

BOSTON, MASS
128 Summer St.

GLOVERSVILLE, N. Y.
11 Cayadutta St.

ST. LOUIS, MO.
619 E. Eighth St.

"The Line That Makes Good"

¶ The assertions and maxims of shoe manufacturers are of little account with you unless the house from which you buy your shoes "makes good."

¶ That's why we want you to buy McDermott Shoes for women. It's the line that makes good.

¶ Our salesman will show you.

THE McDERMOTT SHOE COMPANY

Women's Shoe Specialists
MONTREAL

CAN YOU BEAT IT?

A SPLENDID SELLER
BOYS, YOUTHS, GENTS

Wet Proof Sole
Metallic Chrome Sole
Oak Sole

Solid Leather Counters and Box
Toes Guaranteed

STAR SHOE, Limited
MONTREAL



No. 4085—In Tan Calf, Gun Metal,
Velours, Box Calf and Patent

You're Mistaken —That Was A Two-Dollar Bill I Gave You!



When these angry words from a customer ring in your ears, how do you feel? What do you do?

You search your cash drawer for the bill he gave you. An argument follows. There is an angry discussion. But no matter how much you apologize, or what you do to show your regret, you have offended—maybe lost—a customer.

A National Cash Register Positively Prevents All Errors in making Change

It protects both you and the customer against such disputes. Provides you with a system that makes it a pleasure for your customers to deal with you. Insures absolute accuracy in every transaction. Cares for your money in a way that no other system does.

You can cut out forever the worrying hours you spend at your store after closing time, looking for the elusive "cash balance." With a National Cash Register, there is always a cash balance—you can tell at a glance the exact amount in your cash drawer. The machine balances your cash for you as each sale is made.

The day you install a National Cash Register you'll notice an increase in your cash receipts. Some retailers tell us that it brings them as much as four dollars a day more. Here is the

reason: In every store not protected by a National Cash Register, there are money losses that you can't see. A dime here, and a quarter there—mistakes that can easily occur in the rush of waiting on customers.

A National Cash Register Will Keep Your Books, Check Your Stock, Stop All Disputes, Mistakes, Losses, Protect Your Money, Etc.

as thoroughly as if it were a safe-deposit vault, and enable you to do without a cashier and serve customers quicker.

More than 1,000,000 merchants the world over use National Cash Registers. They tell us they would not—could not—do without them. For they protect the thing they are in business for—money.

You Can Pay for a National Cash Register Out of the Money It Saves You—In Less Than a Year.

Write for Booklet and Full Information to

THE NATIONAL CASH REGISTER CO.

Canadian Factory:
TORONTO

J. C. LAIRD, Manager for Canada
285 Yonge Street, Toronto

SHOE & LEATHER JOURNAL

— Published Twice a Month. —

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Vol. XXVI. No. 11

TORONTO, JUNE 1st, 1912

\$1.00 per Year — In —
Advance

Will the Shoes You Buy Sell at a Good Profit?

If You Have Any Doubt About It Don't Purchase—The Ranges to Select for the Coming Season—Stop When You Get What You Require—Some Expedients Used by Successful Buyers

By A. E. EDGAR

The secret of good buying is to obtain the best materials and styles at figures that will allow a fair net profit. Goods should be bought with but one end in view—to sell at a profit. They may be purchased under price, and yet prove a bad investment, because they will not sell.

A merchant who starts off to buy his next season's stuff should know as accurately as possible the condition of his present stock. He should not only know from memory, but by having actual figures before him. This is when a perpetual inventory is almost a necessity.

He should also have a pretty fair idea of the tastes of his community. These are changing all the time, and one must keep constantly in touch with the trade. For this reason the man who serves on the floor part of the time has an advantage over the one who does not.

Various Considerations

There are a great many other considerations to be taken into account when buying. Briefly they are:—

- 1—Deliveries.
- 2—Small freight charges.
- 3—A maximum number of styles with a minimum stock.
- 4—To keep from overstocking.
- 5—To prevent duplication of lines.
- 6—To guard against accumulating sizes.
- 7—To secure styles suitable for the store's trade.
- 8—To buy at the right price.
- 9—To purchase at the right time.
- 10—To procure from the right houses.

These are important points to be remembered, weighed, and thoughtfully considered. There are other motives also that enter into the choosing of one line in preference to another.

Perhaps the first thing to consider is when to buy. The

writer is of the opinion that the right time is when the traveling salesmen are on their regular trips. The majority of firms have a stated time for starting their salesmen. Their samples are as complete then as they are likely to be at any time during the season.

The merchant who has kept in touch with his customers by selling occasionally on the floor, has fresh in his mind his successes and failures in selecting styles during the past season. With this experience in his memory, he should be able to select his lines to better advantage than later on, after he has got deeply into the problems of the present season's selling.

When a merchant keeps a perpetual inventory or stock sheet, he can almost do the hardest part of his buying in his own office. He can figure out the number of lines he should purchase at the different prices, and also the sizes. With this matter settled, all he has to do is to select his goods.

Leave An Opening

A merchant should always leave a small opening for novelties that may later be placed on the market, or for duplicating lines in his present stock that have not yet been "tried out," and may prove more than ordinarily popular.

A successful St. Louis merchant says: "I always buy about three-quarters of my stock early, take my time in making my selections, look at all the styles that are offered, and then after my stock is in buy the other quarter by filling up my omissions."

If a shoe retailer can, or does, go to the market in the fall, he can well afford to follow this St. Louis merchant's plan. If he does not go to market he had better try to purchase his complete stock when he can.

He should buy from firms that can give him deliveries. There is one house the writer has in mind which has always fallen down on deliveries. Shipments were often divided, and usually some lines were held up so late that they had to be canceled. This firm's products were good, but the merchant who wanted to keep his stock down could not possibly purchase from such a concern.

The dealer should purchase in the nearest market, all other things being equal. Low freight rates and quick deliv-

eries on sorting orders are to be secured whenever possible.

The merchant will find it to his advantage to purchase part of his stocks from the jobber and part from the manufacturer. The more popular medium lines can almost always be purchased from the jobber to advantage. The better and finer grades are best supplied by the manufacturer.

Branded Goods Are the Best

Advertised and trade-marked lines are always desirable when they are worthy. Some lines are only desirable when confined to but one merchant in a town or city.

As a rule, the merchant tries to carry too many different lines, and overlaps qualities, prices and styles.

For instance, if a merchant purchases a line of shoes from one manufacturer to retail at, say, \$4, \$4.50 and \$5, there is usually little reason for him to acquire the same qualities from another house. In these days of specialization our manufacturers are ever alert, and rarely will one have a valuable style that cannot be found in all the other lines.

Not long ago a dealer found himself in difficulties. He had a large stock of goods on hand, no funds in the bank, and payments to meet. He asked for an extension. One wholesaler asked him for a statement. This showed a stock of \$11,000, with liabilities of about \$7,000. The merchant said, "You see, I am solvent, but I am just pinched for ready funds, my notes are all coming due at the same time."

Turning Stock Over Frequently

When the wholesaler found that the annual turnover had been only \$18,000, he was very reluctant to grant an extension. The amount of stock carried was out of proportion to the amount of business done. Unless a merchant is turning his stock over at least twice, he should buy less, or sell more. The really successful business will turn stock over three times in a year or oftener. The writer knows of another firm, within an easy distance of Toronto, which is doing a nice business, a profitable business. The turnover is \$17,000 on a \$4,000 stock. This can be done, but a merchant must not only devote time to the accomplishment of these results, but he must study very carefully why his buying is sometimes successful and sometimes not.

One merchant will purchase thirty pairs of a line, and get a full assortment of sizes, while another, instead of buying in thirty-pair lots, purchases twice as many styles in fifteen-pair lots. The former makes more sales and loses fewer sales than the latter.

As It Was and Should Be

In a stock, lately sold on account of the sudden death of a merchant, the following was the proportion of sizes in the women's shoe stock. There were a total of 1,138 pairs, divided as follows; 62 pairs 2½s, 204 pairs of 3s, 112 pairs of 3½s, 73 pairs of 4s, 156 pairs of 4½s, 147 pairs of 5s, 83 pairs of 5½s, 145 pairs of 6s, 77 pairs of 6½s, 76 pairs of 7s, 1 pair of 7½s 2 pairs of 8s.

A careful computation would suggest that this number of pairs should be divided more like the following: 36 pairs of size 2½, 66 pairs of size 3, 56 pairs of size 3½, 180 pairs of size 4, 175 pairs of size 4½, 200 pairs of size 5, 175 pairs of size 5½, 125 pairs of size 6, 50 pairs of size 6½, 60 pairs of size 7, 5 pairs of size 7½, and 10 pairs of size 8.

A comparison of the number of pairs that were actually in stock with the latter figures will show that there were many pairs of dead stock, and many pairs short in some sizes. This was an actual "going" concern, and probably is typical of the condition of about ninety per cent. of our shoe merchants' stocks to-day.

Well Supplied With "Scows"

Some merchants would not think of buying a line of shoes without buying the full range of sizes. If there are enough of

any one size in stock you cannot make more sales by adding to that number.

One shoebist, years ago, sold out his business, and when the buyer took stock of his purchase he found that in less than 200 pairs of men's shoes that composed the stock of fine shoes, there were nearly 100 pairs of 9½ and 10. The new owner did not buy a pair of these sizes for a whole season, and was surprised to find that he lost but a few sales on boots of these sizes. At the end of the season his stock was normal, and he began to purchase these sizes again.

Sometimes a merchant is coaxed into buying too many of a line by the offer of an extra discount. This merchant makes a mistake. Here is a little sum in arithmetic that proves it. A line costs \$1, with five off. The net price is 95 cents. A merchant with money in the bank buys this line at 95 cents, because he takes the discount. His neighbor, who stocks up heavily, never has any money in the bank. He is always scraping to meet payments. If he does meet all his payments the line costs him \$1. But occasionally he is not even able to make all his payments on time, so he secures accommodation. He pays interest at the rate of 7 per cent., and cost of draft and collections amounting often to another two per cent. Then his article costs him \$1.09, instead of the 95 cents his neighbor pays.

The Ridiculous Razor Toe

Large stocks result in many more sacrifice sales and losses than a very closely bought stock does. In cases of sudden changes of styles the merchant who is loaded up meets the largest losses.

Everyone remembers the ridiculous razor toes of a few years ago, and all dealers in business at that time know how many losses occurred when they went out with a rush. Style changes are more frequent now than then, so shoemen must see practically their whole amount of purchases sold the season following their purchase or risk many chances.

Again, let us say, the first thing for a buyer to consider when an article is offered him is, Will it sell at a profit? If he has the least doubt about it he had better "forget it."

A simple expedient for selecting samples is used by a young buyer who is usually successful. When he goes into a sample room where all the lines are laid out in straight rows, he starts in and selects from the lot all he thinks he could possibly sell. This eliminates those that he thinks unsuited for his trade. Then he attacks those that he has laid out, and from them selects the styles he desires to buy.

Take Salesmen Into Confidence

Another thing that might be mentioned, and that is this. Take the salesman as much into your confidence as you dare. Let him pick out lines that he thinks might prove good sellers. Weed out from these what your experience tells you are not suited to your class of trade, and buy the rest. A salesman who feels responsible for the purchasing will be always keen to see that the lines he selects are sold.

Do not be afraid to buy less than a dozen if you do not need a dozen. Never mind what anyone else thinks of your business ideas so long as you know you are right. On the other hand, do not buy so close that that you are continually out of staples and lines much called for; that is an evidence of poor and unsuccessful buying. Buy what you require, and then stop buying. Leaders may be offered you, but such baits are dear at any price if the securing of them means overstocking.

ANOTHER WORD OF PRAISE

I find the SHOE AND LEATHER JOURNAL decidedly interesting. I have been very much pleased and benefited by perusing its contents. It is bright, alert and progressive.
Sincerely yours,

Tweed, Ont., April 17.

H. S. SAGER

Dealers are Too Indulgent to Some Customers

Nearly All Allow Themselves to be Imposed Upon—Some People Can Never Arrive at a Decision—The Privilege of Exchange and Refunding of Money is Frequently Abused by Patrons

"I do not believe that a merchant should be imposed upon," remarked a shoe dealer, who has made a decided success of his business in an Ontario town. "There are plenty of people in every centre who will take everything out of you if you will only allow them to do so. Now, I could furnish you with a number of examples where I have erred on the side of leniency, rather than stringency. I do not propose to always be a door mat on which the public can wipe its feet. A shoe retailer must have some dignity and self-respect. He is not to be at the beck and call of every coal heaver and drain digger. I believe in the principle of refunding money if the goods are not satisfactory, but this rule can be carried to such a length that it is absurd.

Not an Easy Mark any More

"A woman came into my shop a few days ago and bought a pair of gunmetal bal, size 4½, C width. She returned a few days after, stating that she wanted to exchange the shoes. She took a dongola button, 7-inch leg, Cuban heel, and high toe. She went away, apparently satisfied, but came in again three days later. She then wanted her money back. The clerk told me the circumstances and I instructed him that, under no conditions,

would we make a refund; that we had satisfied her twice, and that we were not going to be imposed upon. We had already made one exchange, and if we gave her back the money she would doubtless tell her friends. The story would travel round from one to another till people would be laughing up their sleeves and saying that 'We were easy marks,' or 'That she must have seen us coming,' to use a slang expression.

"Another phase of human nature is that perhaps a young lady will enter the store and purchase a pair of shoes. We will satisfy her and fit her to perfection. She will come again in a few days and state that she does not think she will keep these shoes, as her mother does not like them, or her aunt thinks they are horrid, or her sister tells her they are too freakish. Now, it is not very often we change goods under such circumstances if they fit properly. We tell the lady that we satisfied her in the first instance, and that we absolutely do not guarantee to please and gratify every member of her family.

Know Your Own Mind

"A certain woman went to a store of a friend of mine and kept trotting back all the time, wanting a pair of shoes that she



SHOE DEPARTMENT OF ALEX. LIVINGSTONE, CALEDONIAN DEPT. STORE, EDMONTON, ALTA.

had bought exchanged. You know there are some people in this world who never can come to a decision. They are carried about by the views of everybody else and never seem to have any definite mind of their own. Now, when you encourage the habit of refunding money or exchanging footwear—I mean, of course, without there is a good cause—you are encouraging this class to keep on doing just this sort of thing. They will tell their neighbors, and you will eventually be the victim of never knowing when you have completed a sale. Now, this sort of thing cannot go on forever, it must end somewhere. It has been encouraged by the departmental stores.

"Many women of social aspirations and ideals will go to the cloak or fur department, purchase a costly wrap, pay for it, and have it sent up to the house. They will wear this elaborate garment to some swell event and enjoy its glory and magnificence for a few brief hours. The next day they will calmly go down to the departmental store, say they do not like the cloak which they purchased there a day or two ago, and make a request that they be refunded their money.

A Policy of Pure Foolishness

"Now, all this is nothing but utter foolishness and pandering to a taste that is little short of vicious, for it encourages extravagance, pride and irresponsibility. Of course, if departmental stores wish to be treated in this shabby, curt fashion, they are welcome. There is no reason why footwear merchants should suffer likewise.

"Another imposition practised upon shoe merchants is that people who could very well buy at other times of the week call on Saturday night between 8 and 10 o'clock, and demand special attention. Recently, a lady entered my shop at this very busy time and one of my clerks spent nearly half an hour showing her slippers and giving her every manner of service. The premises were crowded, and, after he had put in all this time, I went over, and, calling him aside, told him quietly that the store was too busy, and there were too many people in to be passing the whole evening with one customer. Of course, I did not make this remark so the young lady could hear it, but, apparently, she had some idea of what my conversation with the salesman was, for she had a rather guilty look and remarked that there was no use coming here, that you could not get individual attention.

Talking Plainly to Pert Miss

"'You are perfectly right, Madam,' I said. 'You cannot get individual attention on Saturday evenings. Now, we have just as large a store, extra salespeople, and as representative a stock as any other footwear concern. We are able to display as many goods and bestow as much courtesy as anyone else, but it is utterly impossible to do it on Saturday night between the hours of 8 and 10 o'clock. This is practically the only period that we are not able to do so, and I am sorry; but there are many others here who are ready to purchase, and I think you have taken up enough of one clerk's time.' She went out, but I did not care very much. What is the good of wasting time on a probable customer at that hour, when you know there are half a dozen others ready to buy instantly.

"At other times I have had old friends come in when we were particularly busy. I have taken the precaution to ask them whether they were in a hurry, and in case they were not, I would request them to wait a few minutes, or would say: 'Now, we cannot give you the attention you deserve at the present time. If you can come in a little later on, or to-morrow morning, I will personally see that you get exactly what you want, show you the very best lines that we carry, and give you a proper fitting, which I cannot do now on account of the rush.' Generally some little remark like this is appreciated, the patron departs and comes back at the time suggested.

And He Heaved a Sigh

"I could give you many other instances of our ways of dealing with the public. A woman asks for a very small shoe or

one of exceptional width. That is no sign that she is a crank. A crank is one that does not know what he or she wants, that can come to no definite conclusion, and, like a spoiled child, desires something which is not within our reach or sight. Then there are other cranks, such as the woman who went to a Queen Street store on several occasions for a pair of shoes. She had them exchanged at least half a dozen times, and, finally, one day, demanded her money back. The retailer did not care particularly about her trade and handed her the cash so quickly that she was really taken by surprise. She declared, as she flew out of the door, that she would never trade in that establishment again.

"'You have seen the last of me,' she ejaculated. 'Thank Providence for that, and I say it reverently,' retorted the retailer."

"Of course there are many reasons why a shoe might be exchanged, but the habit can be carried to a preposterous point, and I do not intend to be imposed upon in the future," declared another shoeman. "There are reasonable and unreasonable requests, and it requires a little backbone at times to turn down the latter. It is far better to do that than encourage a practice in your community that is an annoyance, a worry, and, often, a loss of business in the end."

Getting Rid of a Certain Whim

"Yes, I know there are a great number of American shoes sold in this city," declared a James Street dealer in Hamilton, the other day. "Of course, there may be some excuse for young fellows buying this footwear, as they slip over to Buffalo frequently, but, with other residents of the city, there is no such justification. It is really amusing to study the tastes of the public. Just now we are hearing a great deal about loyalty, not only to our own country, but to our own city. It would surprise you the number of persons who will not buy anything manufactured in their home town. They believe that products made outside have a glory and a sheen, a splendor and a value that no local effort can equal. It seems to be a trait implanted in human nature that gives a wizard or magic effect to something a little beyond. There are just as good and stylish shoes made in this city as anywhere else in Canada, and right in the Dominion are just as snappy, durable and well-fitting boots as are turned out in any United States centre. Yet some people clamor for 'American made' goods. A certain proportion of my customers will come in and say they cannot possibly wear Canadian shoes. To satisfy these captious ones we have two or three lines here with sereching American names and we let them try on these shoes. They presume from the name that the boots are the product of United States factories. When they have been 'perfectly fitted' and paid for the goods, we often tell them quite frankly that their attitude and views on shoes are peculiar ones. We inform them that the shoes that they say 'they knew would fit them perfectly' are made in Canada. Some look sheepish and try to argue this way and that way, but, in order to soothe their ruffled spirits and give them a more placid feeling, we tell them that of course, they are made on American lasts. That seems to appease them and out they go. Where the joke comes in is that 90% of our lasts are made across the border. The styles originate on that side of the line, therefore, the great bulk of Canadian shoes are made on lasts that emanate from the leading centres of America.

"I may say that the sale of American shoes in Hamilton is decreasing, so far as we are concerned. We formerly bought about \$10,000 worth a year, but I do not think our purchases for 1911 ran over \$3,000 in foreign made footwear. Of one Canadian firm which specializes on a prominent line for men, we bought \$15,000 worth last year. Gradually Canadians are waking up and realizing that we have the same energy, the same adaptability, the same shrewdness and ingenuity at home as exists across the border. What we want is a little more self appreciation, respect and confidence. However, all these are coming, each succeeding year, to a greater degree."

Wholesalers Declare They Do Protect the Retailer

Any On-the-Side Business in Selling the Consumer is Fostered by Dealers Themselves—How Would Retailer Act Under Such Pressing Requests as Jobbers Often Encounter?

"Yes, I read the castigation handed us by 'Fair Play' in his letter to the SHOE AND LEATHER JOURNAL, in which he charges us with selling to the public and to the retail trade at the same price," remarked a leading wholesaler. "He insinuates that we are playing a two-faced game and that we do not protect the trade. He charges that we do a backdoor or on-the-side business, and that it is time to call a halt. He also speaks of a 'nice little apartment,' which we have for the purpose of fitting

"Well," continued the jobber, "you can look through my premises from cellar to top flat, and if you can find such a room or discover any facilities for fitting shoes you are welcome to the best pair in the house. Now, affairs are not as deplorable as they are painted. Appearances are deceptive, and I think that the bulk of the wholesalers do their utmost to safeguard the trade. We have our difficulties as well as the retailer, and to make unfounded, broadcast assertions is grossly unfair.

Are Retailers Not Culpable?

"I am going to do a little plain speaking," he went on, "and I charge that the retailers are themselves most to blame. I often have people coming in here with a note written by retailers and given to the visitors, reading: 'Please give the bearer such and such a shoe at cost price,' or, if the price is not mentioned, we are asked to credit the signer with the profit if we charge a retail margin. I had a suburban dealer kick the other day because I asked a man five dollars for a shoe which is wholesaled at three-forty. He told me that I should have given it to his friend, who bore the order, at cost. There are many retailers who send customers here with all sorts of requests and give encouragement to the practice that some of them denounce.

"I have made enemies right and left by refusing to sell parties who were relatives of retail customers of ours by telling them that we did only a wholesale business. I will warrant that forty-five out of every fifty single pairs that go out of here are on orders by merchants. When people come in, as they occasionally do, and try to get footwear at a wholesale figure, I tell them frankly (if they have no order) that we are wholesalers, and that we cannot undermine friendship and patronage of our customers by letting them have shoes at wholesale figures. Travelers in other lines have been turned down by me and some of my own men on the road have given me a hot argument at the way I have used friends who have given them valuable

pointers or put them in the way of securing orders. But I cannot help it. I am dealing honestly with the trade, so far as I am concerned.

Basing Conclusions Upon Appearances

Another jobber remarked that if a retailer called in and saw a party securing a pair of shoes they were inclined to jump at the conclusion that the jobber was doing a business in direct antagonism. A case in point arose the other day. A fellow from Georgetown was in Toronto and dropped into the sample room. He saw a woman securing a tan button shoe, and out he came in a huff.

"Just as I thought," he objurgated to the manager. "You fellows are doing a side door business. That woman in there is from my own town and you are selling her. That is a fine way to encourage the trade, isn't it. Not another dollar's worth of my patronage will you ever get."

"Hold on a minute," remarked the manager. "Don't fly off the perch so spasmodically."

"Oh, you cannot gloss over matters that way with me," retorted the visiting dealer. "I know what I am talking about and my suspicions have been confirmed."

"Perhaps it will ease your mind to know that that lady is the sister of the proprietor and holds stock to the extent of several thousand dollars in this company."

"The dealer gasped out an apology and declared that perhaps he had been rather rash.

"If I am pinned down by some persistent party who argues that he or she has a claim to some consideration, I tell such a one that we have no facilities for fitting, that the shoes must be taken away without being tried on on the premises, and that there is positively no exchange," declared another wholesaler. "That generally does the trick and out they go, sometimes displeased, sometimes silent, sometimes sarcastic, but there are very few who care to undertake the purchase of a pair under such conditions. If you can bring any private party here to say that I ever sold them a pair of shoes retail, when I should not justly have done so, why I will acknowledge that the truth and myself are not on speaking terms," he concluded.

Suggestion for the Retailer

"Through the countless connections that a wholesale house has, the wonder to me is that they are so restrictive in this mat-



THE ATTRACTIVE MISSION ROOM, LADIES' DEPARTMENT OF THE REGAL SHOE STORE, WINNIPEG.



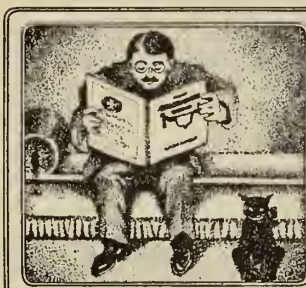
THE WHITE ROOM, LADIES' DEPT., REGAL SHOE STORE, WINNIPEG, DEVOTED TO SLIPPERS AND HOSIERY.

ter. We refuse dozens of requests every month and make enemies by it from persons who have some show and right to getting their shoes wholesale. Our stand would be greatly strengthened if the retailers would hold an association meeting, pass a strong resolution on the subject, and send us a copy, which we could have in the office and display to some parties who now and then try to 'work us,' asserted a third jobber. Any retail selling that we do or have ever done is brought about through retailers themselves. Burrows is a shoeman doing business in Meaford, and he buys from us probably five or six thousand dollars' worth of goods a year. He has a sister or an aunt living in Toronto and he sends her with a letter asking us to let her have a pair of shoes for herself or children at wholesale figures. She presents this note. Are we going to refuse her if the credential is bona fide? Suppose we do. Then Burrows will write down that if a relative of his cannot obtain such a small concession from us after all the cash he has given us, we cannot expect any more of his trade.

"Now, I venture to say, that the bulk of 'retailing' done here

is under just such similar circumstances as these.

"A man from Collingwood, who now lives in Toronto and is temporarily out of the shoe business, came into the office the other day and asked me if he could get a pair for himself here for 'old time's sake.' That visitor bought goods from us for seventeen years. Were we going to refuse him? Would a retailer turn down a customer who had always paid cash and patronized him for years, if that customer came around some afternoon and said: 'Tomkins, I have dealt here all along, but at present am out of a job. I would like a pair of shoes for my boy on credit?' No, there is not one. Apply the same rule to us and you will see just where we stand. No, sir, I am not so shortsighted as a jobber that I know in one Canadian city, who thought he was so much ahead of the game by selling shoes to everybody who asked for them. Of course he made a profit greater than he did with the retailer. The latter got on to him, and to-day he can only secure orders from half a dozen merchants in his native city. He has ruined his connection for a few paltry dollars and his clients now have no faith in him."



Making Use of Decorated Capitals

Owing to Their Dignified Character They Should Only Be Employed Where Something of More Than Ordinary Value Is Advertised—Cards of This Nature Are Very Effective—They Cannot Be Executed With Speed—Some Neat Border Designs

By R. T. D. EDWARDS, The Robert Simpson Co., Toronto
(Copyright by Acton Publishing Company, Limited)

Show card writing as we have it to-day, is a development of quite recent years. Price cards and other store cards of not many years since were crude pieces of workmanship, ill-lettered, poorly designed and made of the poorest materials. Cards of this nature were used because better class work was prohibited by its costliness. The aim of cardwriters of the present time is to produce effects



FIG. 1.

similar in appearance to the high quality designs of earlier periods, but which can be executed rapidly at a small cost. Adaptations from former styles of alphabets and designs have been made to meet the requirements.

In former lessons we have dealt with modified types of lettering, such as script and old English. In this lesson we deal with illuminated capitals in modified styles.

Illuminated Capitals

Illuminated or decorated capital letters may be used very effectively on cards of certain types, but on account of the dignified nature of their appearance they should be used only on cards where something of more than ordinary quality is to be advertised. They are particularly good with displays of new goods. Their use, however, on a reduced price card would be absurd. They should also be used very sparingly. Cards of this nature are very effective, but too frequent usage will cause them to lose their character. The difference in the adaptations and the original styles of illuminated caps will be seen in Figs. 1 and 2. The latter shows the original styles and the amount of time necessary to execute them can well be imagined. Speed is one of the most essential requirements of show card writing, and for that reason they are practically impossible for general use.

Illuminated capitals in practical use will be seen in Figs. 3, 4, 5, and 6. Your attention is drawn to the card in Fig. 3. The capital *F* shows a very simple but effective style of illumination. It is just an outline Roman letter with the lower left side strokes made heavier and the letter finished off with a little scroll work of the same color as the letter itself. The card (Fig. 4) shows a capital treated in the same manner with the addition of stippling, which can be easily done with an ordinary pen. The card (Fig. 5) illustrates how the plain appearance can be taken away from a card by using a fancy capital letter. The *O* is made in the usual way with the addition of some fine lines in the open space. The card (Fig. 6) shows the use of a Gothic type as an initial letter.

Materials to Use

The materials required in the formation of illuminated capitals are some water colors, a bottle of waterproof ink, two sizes of small pens—Nos. 4 and 5 Soennecken pens or ordinary writing pens of the stub variety. These latter were used by the writer in making the fine

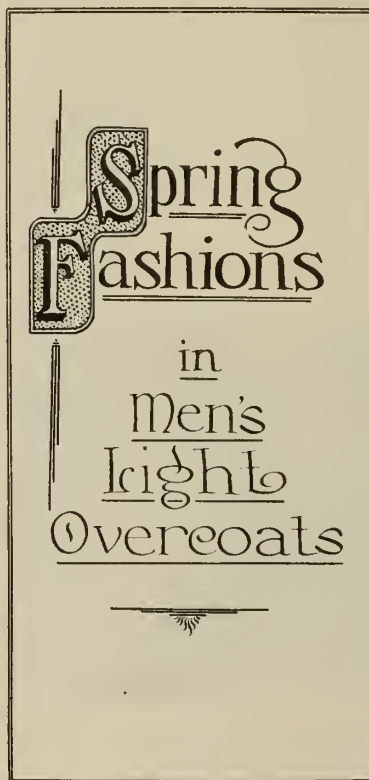


FIG. 4.

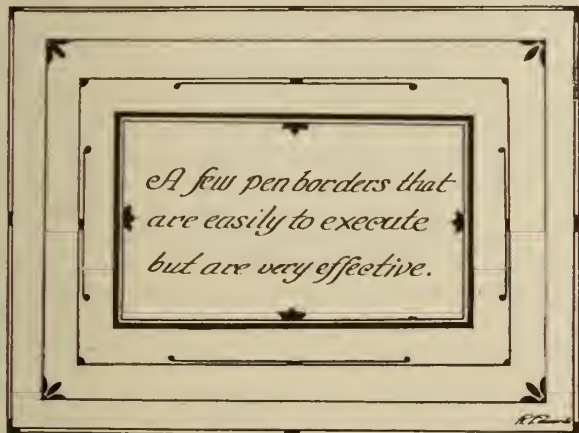
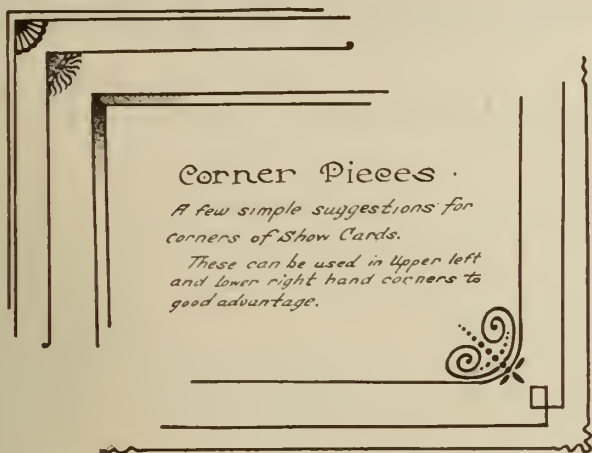


FIG. 7.



FIG. 3



FIG. 6.



A few specimens of Old Fashion fancy Capitals these, while very effective, are not practical for the present day show card where speed is a necessity.

FIG. 2.

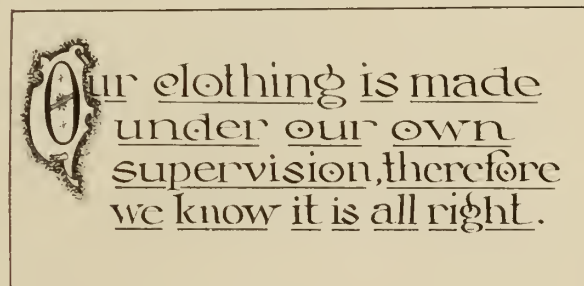


FIG. 5.

lines in the accompanying illustrations, which should be studied very carefully.

Begin work on Fig. 1. These letters are produced with an ordinary pen and black ink. The *B* is a popular style. It is outlined with the pen and filled in with a brush. The broken line around the letter is quite easily made. The sunburst effect requires the use of the cardwriter's artistic ability. The *P* is a flat black letter outlined with a black beading. *D* is an outlined letter which requires the exercise of care in its lay-out or it will appear patchy or unbalanced. *E* is made after the same manner as *P*, with the addition of an extra line around the entire letter, on which the heading is placed. In constructing the *T* draw the outline of the white position of the letter first, after which the heavy black shade is easily made.

Borders and Corner Pieces

The use of borders on show cards is desirable, as they give a neat finish and take little time. Some cardwriters make up a stock of bordered cards in spare moments. The pens used in making the illuminated capitals can be used for this purpose. Use a ruler for all straight lines. The borders illustrated in Fig. 7 need no explanation. The success of border designs depends on the originality of the cardwriter. Keep a constant watch on designs appearing in magazines, etc., where many borders and illuminated capitals which can be adopted for card work, will be found.

The Virtues of a Salesman

Six things have I observed—yea, seven have I learned:

PRUDENCE.—A prudent salesperson studieth his customer, and leadeth him into trade relations which are mutually satisfactory and profitable.

ATTENTION.—A pleased customer is rather to be sought

than a full pay envelope, for the advantage is three-fold: the house is profited, the customer returneth for more goods, and the salesperson's pay envelope eventually becometh more bulky.

COURTESY.—Constant courtesy in the face of fault-finding causeth said fault-finding to vanish like snow before the sun.

INDUSTRY.—An industrious salesperson who useth good judgment and skill is a joy unto the manager—yea, unto the firm—and they shall surely place confidence in him.

CAREFULNESS.—A wise salesperson taketh great care in small things, and useth his time to good advantage—yea, unto the firm—and they shall surely place little profit.

PROMPTNESS.—He who cometh early to place his goods in order hath the greater profit, for he arrangeth his stock to good effect.

CLEANLINESS.—Like a rain-washed field in the sunshine is a clean, orderly stock, for it delighteth the eyes of the beholder, and he straightway taketh knowledge of the goods and openeth his purse.

DECIDED HELP TO THE TRADE

I take this opportunity to offer you my compliments on your excellent Shoe and Leather Journal. It is certainly an admirable publication, and is a great help to the trade. I believe that if every shoe merchant knew about it there would not be one who would not become a subscriber. Sincerely yours,

J. O. A. VADNAIS.

Richmond, Que., May, 1912.

Adopting Methods That Will Bring In Business

The Streets Are Not Trod Hard by the People Waiting To Do Business With You—Shoe Retailers Should Think More of Sales Than of Crowds in Devising Means to Attract Customers—Question of Ways and Means

It is a common belief that intellectual cleverness, or mental power, is the prime requisite for success in the retail shoe business. It is not so. Far more important than "inborn" abilities for the business is the ownership of common horse sense and a talent for work—for hard, persistent, unremitting endeavor in the working out of the original, practical and effective "ways and means," says C. A. Dickens.

Mental cleverness is the edge of the knife which makes it penetrate, but whether it penetrates deeply or not will depend far more on the force applied to it and the persistent "ways and means" with which it is applied, than upon sharpness of the blade itself.

When Rome was besieged by the Gauls in the time of the Republic, the Romans were so hard pressed that they consented to purchase immunity with gold.

They were in the act of weighing it, a legend tells us, when Camillus appeared on the scene, threw his sword into the scales in place of the ransom, and declared that the Romans would not purchase peace, but would win it with the sword. This act of daring and prompt decision so roused the Romans that they triumphantly swept from the sacred soil the enemy of their peace.

So is it in "humdrum" retaildom to-day; oftentimes, in an emergency, the "ways and means" of a prompt, decided, positive merchant, changes the face of everything.

Tonic To the Town People

Such a man comes upon the scene of many a dilapidated retail business like a refreshing breeze blown down from the mountain-top. He is a tonic to the towns-people, and success seems to be in the atmosphere.

In every town, there's a fellow who "leads the bunch." He sets the pace and proves my contention that determination and energy can be coined into "ways and means" which spell dollars, and that without it failure is fore-ordained.

The reason why some shoe merchants are much more prosperous than others is because they have taken immeasurably more pains in perfecting their "ways and means" of doing things.

The animate and inanimate, in this world, are more closely connected than many of us realize; we gauge the prosperity of a man by his personal appearance, and we read between the lines when we stop before a shoe store and size it up.

Putting Up a Good Front

The consumer of to-day figures that a shoe merchant's ability to please him can be proven by his ability, or lack of ability, to please those who have been before him; in other words, the shoe shop doing a good business puts up a good front, while the store just struggling along looks it.

The fight for the consumer's money and confidence in the towns, as well as in the cities, is being fought out on the store fronts and in the window displays.

In the wee small town, where the merchant is more dead than alive, thinks more of his "pipe" than of "ways and means," the cat forms the window center ground and the towns people send to the retail mail order house for their footwear needs.

People like the progressiveness, the "live wire," the fellow who believes in his shoes before he tries or endeavors to instill this confidence in others; display some substantial evidence of your anxiety to do business with every person passing your store, and do not be a bit backward as regards the inoculating of original "ways and means" of convincing the other fellow's customer with the fact that you not only desire his business, but that you deserve it.

Prove Your Progressiveness

Your brains may be full of the best shoe ideas in the universe—we will not doubt that—but you must first show your ability

to apply; you must first prove your progressiveness on your store front before you can consider yourself entitled to the money of the customer who has been buying at the other place.

What you may know about shoes and shoe merchandising is no more than a chest of tools, for only through actual use does your knowledge possess value.

You are being measured by stiffer standards of progressiveness than ever before; this is the day of advertising, the advertising age, and in a very few years that dealer who does not prove his worth through the medium of printer's ink and store-front advertising will be worse than a "dead one"—bear in mind, always, that real pluck in going out after new business, and a practical and genuine desire to make your store front the best shoe advertisement in town, is a bigger asset than any bank account.

Competitors Make the Cobbler

The streets of any city or town are not trod hard by the feet of people waiting to do business with you; competition is becoming more keen; it's the competitors that make the cobbles; in getting over them you will wear blisters on your soles, but if your real ambition is to lead, and you put into actual operation original and effective "ways and means," your business will remain unblistered.

It's worth a good deal to a merchant to be in love with his business, and it's worth a good deal to his customers, too; and then again, he'll be discovering new merits in it every day and will be continually perfecting new "ways and means" of making it bigger and better.

That shoe merchant who, although he be located next door to a circus-poster "Dissolution Sale," decides to compel just as many people to come into his store without adopting similar methods, must adopt different and more original "ways and means" of accomplishing his purpose, and in spite of "Below-Manufacturers'-Cost-Price" announcements, he will sell just as many pairs as his neighbor, and at the same time reap his legitimate profit on every sale.

Looked Like Wedding Invitations

That merchant who had long made a practice of sending out circular letters, and who woke up one morning to the realization that a considerable portion of this advertising material remained unopened when it fell into the waste basket, found himself face to face with the necessity of adopting a more attention-compelling "ways and means;" the next time he sent circular letters to the college girls of his town, he saw to it that they were enclosed in square, plain envelopes, and that they were addressed by a college boy, in a typical college boy's hand.

Suffice it to say that these envelopes were all opened, as were those envelopes sent to a selected list of young men, and which were addressed in the handwriting of a typical young college girl.

That merchant who wants the cash bargain-hunter adopts the proper "ways and means" when he puts in a rough and tumble display of gaudily-ticketed shoes; he who thinks more of the crowds than of sales adopts the necessary "ways and means" when he fills his window with white mice, monkeys and circus side shows.

The people who crowd around such displays are after cheap amusement, and the merchant who prefers to have a "jam of dirty faces" against his window knows that all he has to do is to cater to the galleries, even though he may be devoting the best advertising space in the world to the purposes for which it never was intended.

"The purchase price of one thousand dollars' worth of goods from your own town or country, instead of purchasing outside, means the addition of one person to your town or your country instead of supporting him abroad."

Getting After Increased Trade in Foot Specialties

The Shoe Store is the Logical Place to Supply This Demand—Profits on all Pedal Appliances Belong to Retailer—
Educating Customers to Their Need—Nine Out of Every Ten Suffer Foot Ailments

By WILLIAM M. SCHOLL

Just ten years ago, requests for foot specialties—arch supports, scientific bunion appliances, heel cushions, etc.—with the possible exception of corn remedies—were scarcer than the proverbial "hen's teeth." Today requests for some thirty or forty foot comfort appliances are as common and persistent as the demand for any other health

and comfort giving necessities. Educational methods on the part of manufacturers, dealers, physicians, surgeons, and foot specialists, involving an expenditure of millions of dollars, has created a world-wide demand for scientific correction appliances to relieve and cure the many prevalent foot ills and deformities. And this demand is on rapid increase, even though sales of all these necessary foot specialties now aggregate millions of dollars annually, whereas only one decade ago the record of the total annual sales in this line could be easily figured on your cuff. This business is now in its infancy.

Should Look Into the Demand

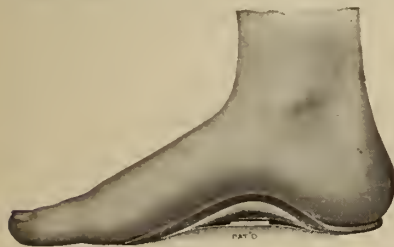
Many otherwise progressive shoe dealers do not realize this big, growing demand for foot specialties, because they have not looked for it.

They have not in a concrete way tried to discover this live demand in their vicinity. Profitable specialty business—business that boosts the net profit up to more than a mere salary for the owner of a retail shoe store—will not come unless the merchant goes after it. All things—except plenty of net cash profits in the bank at the end of the year—

come to him who waits. A big demand for foot specialties does exist. There are ten times as many ailments of the feet as there are in the eye, for instance. When folk's eyes go wrong, they gladly spend money for corrective relief. It is the same with the feet. Why should it not be so? Which would you most abhor, total blindness or total inability to walk? Pro and con, it's a toss up. Everywhere people are coming to realize that the feet are most important parts of the body—to be taken care of. Yet, to-day, more pinched faces, awkward shuffling, bent and stooped bodies, result from the foot abuse than from any other cause.

And There's a Reason

But people are being educated in this respect. There is a substantial reason for the gigantic increase in the sale of foot specialties within the last ten years—a reason that dates back to the



dim ages when human beings were more sensible—if not so wise—when folks walked on the soft and pliant mother earth instead of the unresisting cement, tile and hardwood floors—when our ancestors wore the open,

easy sandals or moccasins, or when feet were clothed in nature's garb alone, instead of being cramped and sweated and pinched and blistered in the modern shoe. To-day what is more rarely found than a perfect foot?

not reached a high standard of efficiency. I yield to no man on the point of enthusiasm when I see a solid, well-made boot that represents the triumph of the modern master shoemaker's art. I do say the shoemakers of to-day have done so well that everywhere people have become more exacting about the appearance of their feet. They want and must have shoes that look well. Health and feelings are sacrificed to this want. Combine this with the fact that millions of people to-day stand or walk constantly on non-pliable surfaces, and you have the main reason why nine out of every ten people suffer one or more foot ailments. Foot troubles are more common than any other physical or mental human ailment—grouches included. This is well known fact. Ninety per cent. of us have some kind of foot trouble. Statistics prove it.

Children Suffer Pes Planus

Not long ago in the city of New York, it was found by a special investigation committee of the Board of Health that one-third of all the school children of New York suffer Pes Planus (Flat Foot) in various degrees. Many suffer the incipient stage, where the ligaments and tendons spanning the instep arch, have just begun to weaken and allow the bones of the arch to lower slightly, causing frequent aches and pains in the heel, instep and ankle. Others—and there are many of these cases—suffer pronounced flat-foot, where the astragalus, or key bone of the arch has fallen down to a level with the os calcis (heel bone).

Investigations in many other cities, large and small, show that the New York report is a conservative estimate of the average number of flat-foot sufferers among school children the country over. Many of these cases are due to improper care of the feet when the child is in its infancy, just starting to walk. And the percentage of adults who suffer pes planus is much higher, bringing the average up to at least 50%. That is why it is claimed that shoe merchants could and should sell arch supports to, at least, one out of three customers. Hundreds of progressive merchants do consistently sell appliances to relieve and cure this ailment to 33 1-3% or more of all the people who enter their stores.

Ills Resulting From Weak Arches

Such common ills as head aches, drooped shoulders, weak heart, weak back, pains in kidneys, rheumatism, pain in the lower limbs, weak ankles, etc.—all these ills, usually ascribed to other causes, are frequently the direct result of weak and fallen instep arch. The bones of the foot are so articulated in the form of an arch that when the weight of the body is thrown on them, there is a slight, natural spring-like give that relieves the jar. Then, as soon as the weight is removed, the elastic ligaments and muscles that span the arch like the bow string of a bow, immediately draw the bones back into their higher arched position. If it were not for this natural shock-absorbing arch, walking would give the same sensation that would result were you to walk on your knees. That is exactly the sensation given by walking on flat feet where one walks on the astragalus instead of evenly distributing the weight of the body from the os calcis to the ball of the foot. You see, it is easily evident how constant standing or walking, especially on hard surfaces, will put an unendurable strain on the muscles, tendons and ligaments that support the bones of the instep arch.

Once allow these ligaments to become strained and it is a short step to pronounced flat-foot—unless the arch is given mechanical support, and the more like nature that support is, the better chance will the weakened arch has to become normal. The support should not be rigid, but should be scientifically constructed to allow the natural movements of the tendons and muscles. Other-

wise, these muscles would become atrophied—the support would not cure.

It is a fact that fully 50% of us suffer some stage of flat foot. Add to this common foot affliction all the others—bunions, corns, crooked toes, callouses, sweaty feet, and innumerable odd deformities—and it is not so surprising that ninety per cent. of all people suffer one or more foot ailments.

Most of these people buy relief for these ailments somewhere—many more would buy them if comfort-giving appliances were brought to their attention. Does the shoe dealer get his share of this profitable business? He can if he goes after it. In the shoe store where you have constant opportunity to observe and study

foot ailments—is the logical place to sell foot specialties to relieve those ailments—to make more friends, to get more people into your store, to get the reputation that you care about the comfort of your patrons as well as to sell them a good looking, long wearing shoe at a reasonable price.

A line of foot specialties, where the dealer goes after this business in whole hearted fashion, will help him sell more shoes—and will give him at the end of the year a big increase in his bank balance. For there's a big profit in the sale of these specialties and no additional selling expense—just some additional push on the part of your present sales force. All wide awake shoe dealers get this profitable added business, when they go after it.

Figure the Net Profit First in Marking Your Shoes

Do You Desire Five Per Cent. Clear Margin—Then Add This to Cost Price and On Top of It Place Your Expense of Doing Business—You Will Then Not Come Out So Badly at End of the Year

Do you desire five per cent. clear margin,—Then add this to the cost price and on top of it place your expense of doing business—You will then not come out so badly at the end of the year.

You may say that you sold \$50,000 or \$60,000 worth of shoes last year. That sounds like a tremendous turn-over, but the real question—the vital personal issue—is how much money did you make, what profit did you average, how much better off financially are you at the end of 1911 than you were at the close of 1910?

You may have increased your sales by \$10,000 or \$15,000, but how big a stock did it take to do it? How much more clear profit have you? It is not in doing the heaviest business in your burgh that is going to make you rich, or provide you with a fund sufficient to be a guarantee against want and misery in your old age.

The true basis of mercantile success is how much did you really make, what is your net profit, and have you that profit in cash, or just on paper? Is it not a case of thinking imagining, dreaming or hoping you have it, but **have you?** That's the rub. There are dozens of men who never know what they make or whether they are running ahead or behind in the game. They plod along until some day credit is curtailed, the shelves are laden with bulky unseasonable stock, drafts cannot be met, and the bank account is very much overdrawn. Then they know that they have not been making money—out they go.

Some system is essential to success. Miscellaneous buying is almost as much of an evil as indiscriminate charity. In the same way haphazard price fixing or reduction will in the end lead to a deficit or don't know exactly where I am at condition.

It is not necessary to have an elaborate or detailed system, but before fixing a price on shoes there are certain things or preliminaries that should be considered before rushing to conclusions.

A Fair Net Margin

What is a fair net margin? Opinions will differ widely and if the SHOE AND LEATHER JOURNAL inquired of half a dozen retailers it would secure exactly six diverse answers. A well known authority who has reviewed the matter from many standpoints, says five per cent. net profit is sufficient on a clean stock. Instantly scores of retailers will shout derisively, "Who ever heard of such a thing. The idea is foolish. Why, we all make more than that."

Hold on just a minute! Are you sure that you do? Indulge in a little examination and close inspection. Again, it is repeated that a very satisfactory profit is five per cent. **net.** What does this mean?

If you have \$10,000 invested in your business, and if during the year's time, you sell \$40,000 worth of shoes, your \$10,000 will have earned its interest whether the money belongs to you or some one else, that you have a clean investment of \$10,000 at the end of the year with all expenses paid and all depreciation accounted for, and in addition you have a clear gain of \$2,000 outside the salary which you have paid yourself from the business.

Not very many retailers make more than five per cent net

profit on shoes. Not many retailers turn their stock more than **three** times. Some make five per cent net profit and turn their stock only twice. The oftener the stock is turned, the easier it is to make five per cent net profit.

On a \$10,000 investment turned twice, five per cent net profit will show a \$1,000 clear gain. On the same investment turned once, it is but \$500. A great many retailers are just making a living. They do not make even five per cent net profit.

Cost of Doing Business

The actual cost of doing business—when every item, such as rent, heat, light, salaries of every one, advertising, refunds and depreciation of stock and a thousand and one other things are taken into consideration—amounts to between twenty and thirty per cent on the selling price.

It is wrong to figure profit on the cost of the shoes at wholesale unless the proportionate percentage on the selling price is taken into consideration. It is a good deal better to figure the profit on the selling price and begin by taking out the five per cent net profit as the better way of getting a fair profit. In place of buying a shoe at \$2.15 or \$2.25 to sell at \$3.00 and trusting to luck for the expense to take care of itself and still leave five per cent net profit, why not look at it the other way?

Take out your five per cent profit first, which is 15 cents. Then take out your 28 1-3 per cent of the cost of selling the shoe, which amounts to 85 cents. Add these together, and it is self-evident that if you pay \$2.25 for a shoe to sell at \$3.00, you lose a quarter on every pair. It cannot be done except in this way; you must develop an equal volume of business on a \$3.00 shoe which costs you \$1.75.

Easy Sellers Go First

The better fitting qualities and the better appearance of a \$2.25 shoe and the habit of salespeople of showing shoes which sell easiest, makes it evident that even the same number of lines of shoes at \$1.75 will not balance the amount of business which will be done on the \$2.25 shoes unless special effort is put on the \$1.75 goods.

In most instances it would require twice as many lines of the \$1.75 shoes to balance the business which would be done on the shoes which cost \$2.25. The thing to bear in mind is that you cannot afford to pay more than \$2.00 as the average price for shoes to sell at \$3.00 if you are going to get 5 per cent net profit. This is just another way of emphasizing the suggestion that retailers should get one-half more than what the shoes cost if they are to obtain a fair profit.

Appealing to Every Class

In the management of a shoe business, it is necessary to appeal to every class of people in the community in order to build up the business. There are certain classes of people whom you cannot induce to purchase a shoe for \$3.00, which costs \$1.75, because they want shoes in which are incorporated the latest style features

They want shoes which will fit perfectly. They want shoes which are carried in widths, and they are going to shop around until they find them. To get the trade of these people, who are really good advertisers. if they buy shoes from you, it is necessary to buy some leaders, and it may be necessary to pay \$2.15 and \$2.25 for a very few styles to sell at \$3.00.

Then there is the other extreme: a class of people who want plain, good-fitting shoes and who are satisfied to pay \$3.00 for shoes you can buy at \$1.75. But between these two classes is a great mass of customers who can be induced to pay \$3.00 for shoes and who will return again and again for duplicates of them. and which you can buy for \$2.00.

The Ranges in Price

Most of the business is done on shoes ranging in price from \$2.50 to \$5.00. The average business on this class of goods ought to be made to bring in five per cent net profit. Merchants in other lines of business make this much money, and there is no reason why shoe retailers should not get the same remuneration for the brains and effort which they get into their business.

With shoes selling at \$2.00 per pair, it is often necessary, in order to give your customer meaty values, to pay a little higher rate, and which will probably reduce the net profit to as low as two per cent, but this is made up by a corresponding reduction in the amount of depreciation which is charged to the business.

Most shoes for men and women to sell at \$2.00 per pair are as staple as wheat, and the stock of \$2.00 shoes can oftentimes be made to turn eight or ten times during the year.

Will Pay Well for Style

Then there is a high grade class of shoes which is sold to people who care more for the style of the shoe than for what it costs. They want what is new when it is new. They are willing to pay for it, and, should the retailer be so unfortunate to continue to carry any of this class of goods after the demand for them has fallen off, these customers would not buy any of them at any price. To offset the great amount of depreciation in goods of this character, retailers should get a greater gross profit than that which is obtained on the medium price goods. Seventy-five per cent average on the cost price of novelties is not unreasonable for the dealer to ask.

The ideas outlined are for the purpose of bringing shoemen, who have not been getting a satisfactory profit, to see the necessity of knowing absolutely that they make five cents on every dollar's worth of goods they sell.

Take Out the Profit First

The best plan is to take out the profit first. To this add the cost of doing business, and then buy goods at the price which remains.

The great multiplicity of shoe styles in the last few seasons has resulted in not only a greater depreciation in shoe stocks, but also in increasing the amount of investment, so that the turn-over of the stock as a whole has in a great many cases been considerably reduced.

These conditions also have raised the percentage of cost of doing business. Every shoe dealer ought to turn his stock at least three times a year and make five per cent net profit on every dollar's worth of goods he sells.

AN EDUCATOR TO THE RETAILER

Enclosed please find order for one dollar, for the Shoe and Leather Journal for another year.

Your Journal has certainly improved, and is an educator to the smaller retailer. May you continue to grow.

Yours truly,

J. C. MILLER,
548 Harvey St., Peterboro,
Ont.

May 22nd, 1912.

Making a Wall Lattice Effect

By A. A. Daoust

Here is a post or wall lattice effect which can easily be made by any window trimmer, or some one in charge of windows, and although it looks a little different and harder than ordinary, it doesn't require any great skill to build it.

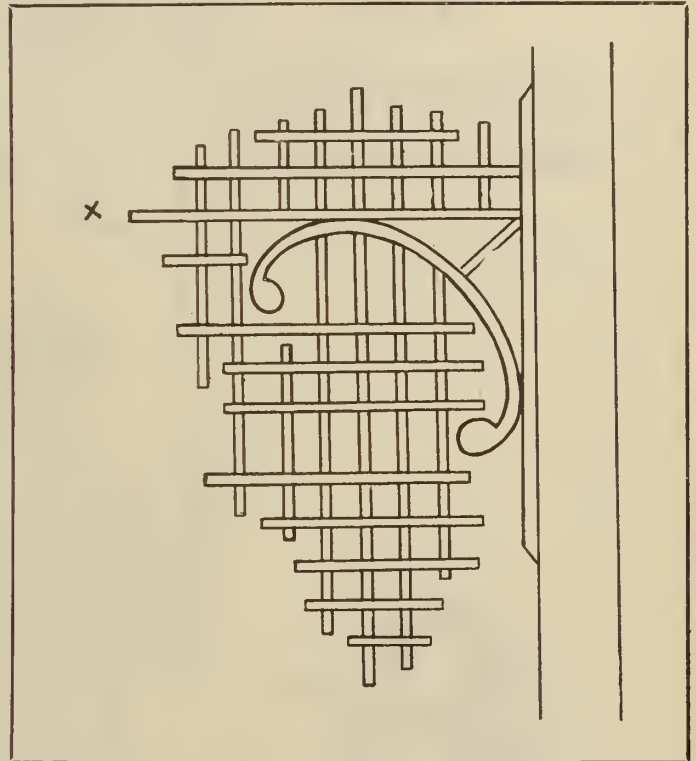
Strips about one inch square should be used. Cutting all the strips the length wanted, before starting.

To make curved pieces use a length of inch lumber. the softer the better, as it will work much easier.

Use nails just about the same length as the thickness of the two pieces when put together. You will find this sufficiently strong enough.

This design can be altered to suit any one's judgment, and will still look equally as pretty.

When completed, finish with either oil stain the color wanted,



or gild. Both ways will produce a very pleasing and inexpensive effect.

By using seasonable foliage covering the whole frame pretty well, the trimmer will find that he will be well repaid for his trouble as this makes an elegant inside decoration.

If a post happens to be in the centre of the store a right and left fixture could be made making it doubly attractive.

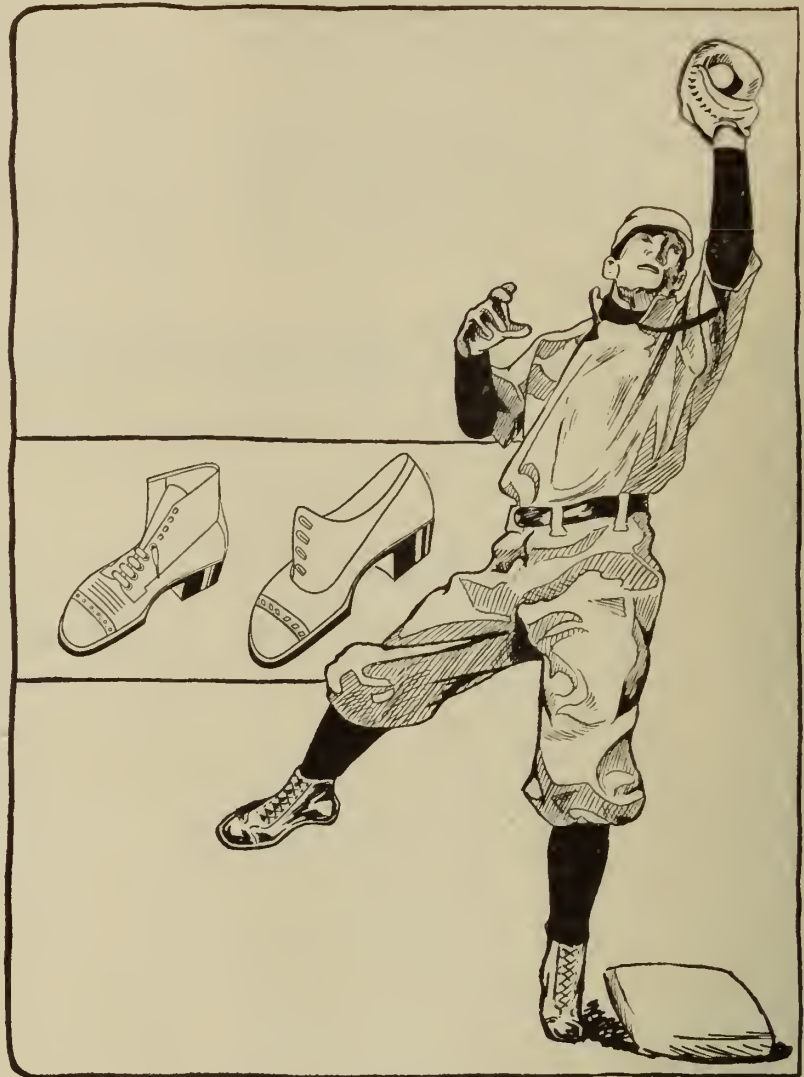
Another suggestion to make this decoration even more attractive would be to have an electric wire running along the cross piece marked in the illustration, providing this crosspiece were made a little longer; then hang thereon a nice little tissue paper shade of some kind, which can easily be made without much extra cost.

If electric wire is used, the upright piece holding the whole thing would also have to be grooved to hide all wires.

All trimmers should make a practice of learning to connect their own electric wires. It is very simple, and consider the time that it saves. This doesn't mean that you have to learn to be an electrician or anything like that, as very little practice will enable you to do this part of the work satisfactorily.

Extreme care has to be taken in connections, as any carelessness would result in a fire, and do not attempt to leave any wiring amongst delicate foliage, or anything without being positively sure that your connection is perfect. Use rubber tape as well as ordinary tape in making connections.

ILLUSTRATE
YOUR
ADVERTISING



No. 614



No. 616

Here are seasonable and attractive cuts for warm weather announcements, Mr. Shoe Retailer. These illustrations will brighten up any newspaper page or leaflet and draw instant attention to the footwear that you desire to feature.

The two column border cuts are \$1.25 each and the single column cuts 80c. each. Order by number only. Prompt service assured. The white space within each border is mortised for reading matter.

Address all communications to
THE ART DEPARTMENT

SHOE & LEATHER JOURNAL

1229 QUEEN ST. W., TORONTO



No. 619



No. 618



No 617.



No. 615

Do Not Overwork the Facilities of Your Windows

The Public May Get the Idea That Your Store is a Variety Shop—A Few Lines Well Displayed Compel Attention and Leave a Distinct Picture in the Mind—No Jumbled Up Effects Desired

By WM. BRYANS

Perhaps you too have been out to Round Corners, for there are many Round Corners throughout the length and breadth of the land, although they are not all called by that name. I know of a certain one, and if you should ever chance to be out there, you will find Davy Jones, owner and proprietor, salesman, chief clerk, etc., etc., of the only boot and shoe store in that district.

My duties have led me to his store on several occasions. The last time I called on him, for a wonder, there was no one around the box stove swapping gossip, as is usual. Davy was half-sitting, half-reclining on an upturned packing case, with both feet on the stove, and by careful attention to an old briar, was fast filling the store with clouds of smoke.

When I had shaken hands, as is my custom, I enquired regarding how business was.

"Very bad, very bad," repeated Davy with emphasis. "Why, I haven't sold a single pair of boots to-day. I don't know what the reason is, but people are not buying boots—at least, not from me, although I hear they send to the mail order houses and sometimes go over to Jonesville. I don't know why they do with me right close here."

"Why don't you advertise?" I asked, when he had completed his tale of woe.

"How can I?" replied Davy. "We haven't any paper in this town."

"Why, you have sixteen feet of the best advertising space possible at your command, and you are not using it."

Davy looked puzzled, took an extra drag out of his pipe, and looked at me as if to say, "I don't understand you."

"Why, right up there at the front of the store," I explained. "There you have sixteen feet of show window space, which is very valuable as an advertising medium."

"Yes, they are," answered Davy in a relieved tone. "That's why I always keep them well filled up."

Now, Davy's idea of how to make a window as good an advertisement as possible is not the same as mine. Truly enough, he had it well filled. Shoes were thrown here and there, assorted up with skate straps, rubbers, valises, boot polish, trunks and boxes. That was not all that was there either, for a beautiful coat of dust overspread all.

Such a window would not only fail to interest customers, but would rather repel them from seeking inside for anything which they might want in footwear. If he kept his interior stock in the same manner as that in the window, customers certainly would not be attracted to taking the goods.

In dressing a window there are certain principles that have to be followed if the display is to sell goods. In the first place it shouldn't be jumbled or crowded. In such a window a person's eye fails to pick out any particular line, and its selling power is accordingly lost. To view some windows would give the impression that the trimmer was attempting to show every line carried in the store at once. Such a window defeats its own purpose.

A window, as a whole, may even present an attractive appearance, and still fail in its object—that of selling goods. The aim should be to make the window attractive and also to show each individual line up to best advantage.

I saw a shoe window not long ago that impressed me very much. In the centre was a shoe stand about a foot and a half high. Over it was thrown a fancy leather drape, and on top a new line of shoes that the firm was showing. At the sides and

slightly to the front were other stands similarly adorned. A dainty and attractive show card completed the display. This window was simple but attractive and I will warrant that it created business for the store.

There is a tendency on the part of many window trimmers to show too many lines at a time. This should be guarded against. It is true that a window may at times be made more pleasing to the eye by being well stocked, but it must be always borne in mind that the primary object of the show window is to sell goods. Rather should the trimmer aim at both attractiveness and maximum selling power.

By Their Signs You May Know Them

"I can tell exactly," said the manager of a large footwear establishment the other day, "what shoemen are doing a thriving business and those that are merely scratching for a living. It does not require a minute analysis or a prophetic mind to read correctly just what is going on around the premises, if I can get a good view of the front of a shoe store and then step inside for five or six minutes to gaze around and see how the stock is arranged, how old the cartons are, what system prevails and various other signs which indicate whether a man is turning over his stock frequently; all affording a clue as to whether he is making money or not. One does not have to consult the directories and mercantile agencies to know those shoe retailers who are doing business. Generally the outward stamp is a sufficient guide. I was much amused the other evening when I happened to step into the premises of one of these men, who is apparently eking out a living, but no more. He had ordered a particularly striking ladies' button shoe, which he had placed in the window in order to attract the attention of passers-by. Now, he had ordered only maybe two or three sizes of this model, and just as I stepped inside a lady followed. She said that she had noticed the shoe in the window and would like to know if he could fit her with that style. Now the merchant had only the one size left, and when he found out that this was not the one which could be worn by his fair caller, he did more turning and squirming, more beating around the bush and other antics to draw her attention from this boot in order to make a sale than it would have required to market a half a dozen pairs had he the proper sizes and widths. There is no mistaking the fact, the men who are doing business and turning over their stock frequently are progressing, and showing the way to others. They bear the visible emblems on all sides. Those who are scratching for a living or simply marking time do not have to advertise the fact; it is patent to all who have ever given the shoe situation a little close study. I hope that the good work which the SHOE AND LEATHER JOURNAL is doing in order to induce retailers to have neater and more attractive premises; to keep their stocks in better shape, and to have some system and method in their merchandising will bear good fruit. Keep up the work, it is an admirable one in every respect."

Things the Clerk Must Avoid

Wearing a soiled coat, collar or apron.

Giving special attention to the well-dressed.

Ignoring children.

Overdoing it with "our own" brands.

Neglecting to say "Thank you" whether the order is paid for at the time or not.

How a Shoe Consumer Paid Dearly to Gratify Pride

Bought Same Boot Through a Traveler That He Had Looked at in Home Store—Paid About Thirty Per Cent. More Simply Because Outside Objects Appear to Mesmerize Certain Dealers and Citizens.

Distant fields look green. Far away vistas have a fictitious sheen.

There seems implanted in every nature a supposition which is often tantamount to a conviction that things procured away from home possess a value, a dignity and a distinctiveness that no local manufactured product can possibly yield. Human nature is much the same the world over. It begins in earliest infancy and continues to old age, with a large number of people. A child that will not eat a cookie at home will devour with ravishing delight one offered it at the house of a neighbor or relative. The same characteristic applies to a greater and less degree with adults, who after all, appear in many relations in life to be but children grown up. They will travel to a distant town to make purchases, when, frequently, they obtain better quality, more skilled workmanship and a larger measure of satisfaction right at their very doors.

The Old Purblind Fault

The process of education is in some respects slow, whether in the consumer or the retailer. The latter will frequently purchase American shoes, because he imagines that nothing in Canada can quite touch foreign offerings. The same weakness in human nature

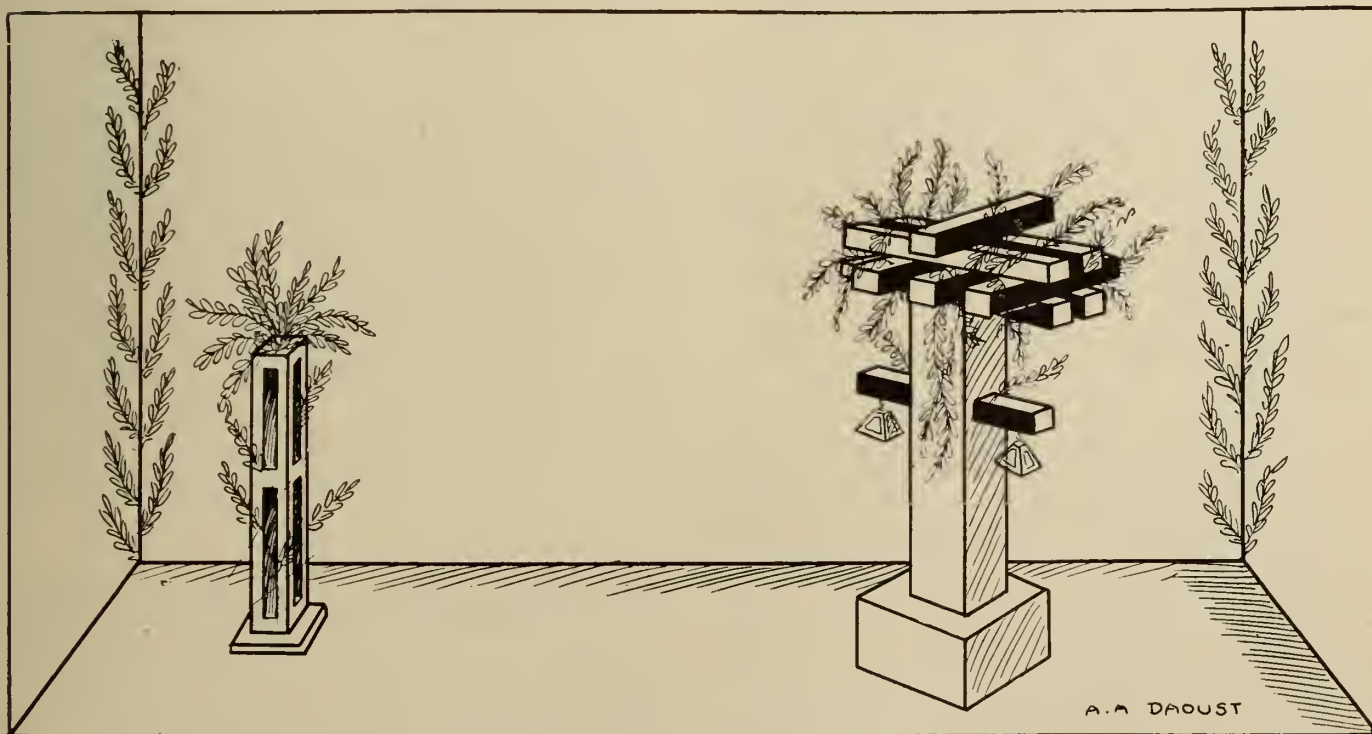
is manifested by him in connection with handling shoes made in his home town. He will go far afield to make his selections, pay additional freight and put up with many inconveniences which he would not experience if he patronized those manufacturing concerns near at hand or located within his very borders.

The same thing may be said of the average footwear purchaser. The following occurrence which is true in every respect, illustrates the correctness of the observation. It is vouched for by one of the oldest and most reliable shoe travelers of Toronto.

He Had To Go Outside

In a town not located 100 miles from the provincial capital of Ontario is an aggressive shoeman. The other day a prominent local resident who had been in the habit of procuring his footwear in a store kept by this retailer, dropped in to buy a pair of summer shoes. He wanted a tan blucher, size seven, D width, carrying a fairly high toe and a military heel. The dealer showed him several lines that he had in stock but none would satisfy. Fault was found with the patterns, the lasts and the selections generally. Finally, the patron wound up by saying "you have travelers calling on you nearly every week. Would it be too much bother for you to notify

A NICE SEASONABLE SUMMER DISPLAY



To make this design of post and cross pieces use half-inch lumber. Make the large post size required and cover with white felt; make the square base in the same way, but proportionally larger. The posts on top should be cut from lumber about three inches square and covered with white felt. Cut out from the large post, square openings on two sides to allow square post smaller than the top ones to pass through, afterwards it is also covered with white felt. Groove the top of this cross piece to allow electric wire to be bedded.

The small shades that are seen hanging may be any shape, and may be made of crepe or tissue paper put on cardboard frames, with tissue or crepe paper fringe.

Use extreme care in covering with felt, as these square wood effects poorly covered will spoil the trim entirely.

The flower stand to the left can easily be cut out of one-half inch lumber or shoe cases, and after being completed, give two coats of ordinary white paint, then one coat of white enamel.

Use summer artificial decorations of any kind, covering the frames of the window well.

Make sure that you do not nail your decorations to the wood-work, but let them hang thereon as if they had grown there naturally.

A nice seasonable show card would complete the display. Lastly, bear this in mind, don't crowd your shoes.

me when one comes in. I would like to go down and look at samples. Perhaps I could find a shoe to suit me, and could procure it from the traveler through you."

"Very well," said the retailer, "I expect one of the live wires of the trade to be here next week, and will notify you." Arlett—this will answer for the traveler's name—appeared on the scene a few days later, and the retailer sent for his customer, Barton. The latter hurried down to the hotel and took a look over Arlett's samples. He was not long in picking out a tan shoe.

"Just the thing I have been looking for," he said. "Suits me to a dot. Too bad that our own local shoeman does not stock something like this. How much will that cost me?" he inquired of Arlett.

And He Never Got Wise

"\$5.00 is the price," was the answer, "but, of course, you will have to buy it through the dealer, Mr. Post."

"When can you have it. I could use the shoes right away if they were here," declared Barton.

"Well, I will be 'phoning into the house this afternoon and will tell them to send you a pair of number seven, D width tan blucher, by express to-morrow morning. Of course you don't mind paying the express if you are in a hurry for them."

"Not a bit," declared Barton. "I don't suppose the charges will be more than 35c."

"No, that is about the figure," rejoined Arlett. "You drop around to-morrow morning about 10.30 o'clock to Post's store and you will find the goods waiting for you. You can pay Post \$5.35 (\$5.00 for the shoes, and 35c. for express)."

"Very well," concluded Barton, as he walked out with a smile, being immensely pleased with his purchase.

Take Down That Carton

After he had gone, Arlett wended his way up to Post's place of business and told him of the occurrence.

"Barton was down to see me," he said, "and I sold him sample number 989. You have the same thing in stock here if I mistake not, and have carried it all season. Get down a pair of No. seven, D width."

Post stepped to the men's department and taking down a carton drew forth the number, size, width, and snappy last that had so pleased Barton.

"Now do them up," declared the traveler, and charge your pernickety friend \$5.35 for them.

"My, you certainly soaked him alright," declared Post.

"Of course, I did," answered Arlett.

Paying to Gratify Sentiment

"This line costs you \$2.70 wholesale, and you tell me that you have been retailing it for \$4.00. Well, you are going to get \$5.35 out of this, and you certainly have no kick coming. Judging by the way Barton seized upon that shoe he will have no objection to raise either, providing he never gets on to this little dodge, but you must make him think that these shoes came here by express," added Arlett.

Barton called around the next day, paid over his \$5.35 for the pair, which other people in the town could buy for \$4.00, and departed a happy man. The strange part of the whole business is that less than a week before Barton had viewed the traveler's samples, he had called on Post and had been shown the self same shoe at \$4.00 which he was paying the traveler \$5.00 to have sent down from Toronto.

The Sheen that is More Verdant

"You see," declared Arlett, "it is the same old story. Barton thought he was getting greater value, better style and more durability by making his purchase from my samples and ordering from Toronto than he would taking the shoe direct from you. It certainly is another case of distant fields looking green. I could give you many other examples of where consumers have paid a great deal more for a shoe which they could obtain in their own place of residence for less. Things far off appear to have a different look,

a more garish appearance and a brighter halo. Perhaps some day we will all waken up and recognize that merit and worth are quantities equally to the forefront in our own immediate vicinity as in centres more or less removed."

May Sell His Own Brands

"I am going in for selling my own brand of shoes," remarked a Peterboro dealer during the past week. "I tell you why this is being done by me. In the first place, I am advancing prices from 25c to 50c. per pair on certain shoes, and it is easier to increase the figure on your own lines than it is on some particular brand which becomes well known and sells at a certain fixed quotation. For instance, a boot is called the "Indian" and has been made to retail at \$4.00. It cost us \$2.95. The maker finds they cannot be made for that amount without the quality deteriorating, and we are asked to pay \$3.15 for them. The manufacturer could scarcely expect us to sell that shoe at \$4.00. We would have to make it \$4.50 or \$5.00 and naturally would need to do a lot of explaining to our patrons who had been in the habit of buying this particular make from us. Now, persons do not like to be told, when in the act of purchasing, that there has been an advance in the figure. If they can be induced to pay an added amount, under the conviction that they are getting greater value or a larger return for their money, they will hand over the cash without a word. If, on the other hand, you have to make a long explanation, they sometimes balk or hesitate. Therefore, if we sell all shoes (except one or two leading brands) under our own name, we can change the prices without going through a lot of seductive and preliminary work. We intend to have our name stamped on the sole; inside, we will have, on mercerized silk labels, the name of our firm, while on the pull strap, we will have woven the same, and we will insist on a certain bottom finish. Thus we will be keeping our business well before the public. Manufacturers are quite willing to stamp the shoes and attend to the labels and the pull-straps, if we bear the expense. In other words, I have not yet found a maker who would not subordinate the name of his shoes if we placed a generous enough order. As for odd prices, which you ask me about—we do not favor it. If we ask \$3.65, \$3.85, or \$4.35, the natural inference would be with the majority of people—what is the 15c or 35c. extra for? We believe in selling at even figures—\$3.50, \$4.00, \$4.50, \$5.00, \$5.50 and \$6.00. If shoes go up from 10 to 25 cents per pair, as they have, it is far easier to get an extra 50c. out of the average purchaser than it is to merely advance the price by the additional amount which we have had to pay the wholesaler or manufacturer,—owing to the increasing cost of leather and wages. People seem to favor even prices in the shoe business. I am not going to be the first to plough a new furrow in a direction that I am not familiar with. I know odd prices are all right in theory; but they will not work out in practice, according to my conception of present day practices in merchandising."

The Attraction of Uniform Labels

"Yes, sir," remarked a London shoe man, "I am going in for labels of one universal pattern. I have notified a number of lithographers and engravers to submit samples. I will select the best and have them pasted on the carton. I will see that there is a little dash or sprinkling of color on each label, so that the effect will be attractive and inviting. I will also see that all details such as sample number, size, width, last, cost and selling price are so arranged, that this information will be visible, even when the cover is placed on the bottom of the box, which is often done when shoes are being shown to or fitted on a customer. Then, when I come to replace the shoe I can see the figures clearly. In the past, my labels have been too large and, when the lid was put on the bottom of the carton the edge of the cover shut out the size and width of the shoe as well as the sample number. Considerable delay and difficulty would often be experienced in replacing the proper ones in their right cartons."

How to Go Into the Shoe Business with \$2,500

By F. A. ROBINSON

At the outset let it be understood that the pronouns "we" and "us" shall be used in preference to "I," so that the reading will not smack of the egotistical, in "How I would start in the shoe business on \$2,500 capital."

Let us suppose that we have already selected the town where-in we shall start business. We have a fair knowledge of local conditions, and the men who will be our opposition. There will be much to learn, and many things to be avoided. If any of these men are known to have a system worth while in their business, let us find it out, make it our own, and improve upon it. We shall be a long time in business before we know it all. Let us think out all the details before we open our store, from the best way of keeping string and paper, to systematic stock-keeping. We can well afford to spend some days at this, for a good start off goes a long way toward spelling success.

We will first look over that empty store down past the post office, where a druggist just moved out. The place suits, and we rent for five years at \$300 per year and taxes, which will be in the neighborhood of \$100 per year. The landlord agrees to repaper the store and put in the shelving for us, and paint the interior. The store fronts on both sides of us are dark, and as ours is only fifteen feet wide, we will paint with good white, and maybe trim with green. This front will be as good as a sign by day or night, and when we come to advertise we will call it "The White Front."

So far as banks are concerned, any of them are safe enough, but we can use some judgment in our selection. Let us go to the Bank of —. The manager there is a man of integrity, and has made his way against great odds, and his advice and counsel will be invaluable. We will make our visit at a time of day most suited to him, and lay all our plans before him. He will likely tell us some of his own experience, and point out where he lost, and will undoubtedly warn us against giving credit. We will make arrangements for a line of credit, the amount of which differs so much, according to conditions, that nothing more than a guess can be made, but we will put it not less than \$500, and not more than \$1,000. We will tell our banker everything, and give him a statement.

Let us now turn our attention to the stock. It will suit our purpose better to have very few accounts, and our main account will be with a good jobbing house, whose name we will not mention here. Our reason is this: Buying from a jobbing house we get the cream of fifty or sixty manufacturers, selected by a man or men who buy and sell as many shoes in one year as we will in a lifetime. The jobber's order will likely be for 5,000 pairs, where ours would be a dozen. Then again, the jobbing house travelers re-select, and "the best of what is good" is placed before us. Then, too, we could not go to the manufacturers with our order for twelve to thirty pairs and command the prices that our jobber will. If there is anything we want, not in the jobber's stock, it will be better to have him secure it for us, for he has access to a larger market and can get it quicker and at better prices than we can.

Before we come to place the order we will state our financial position fairly and squarely, keeping nothing back. It will be better to do so than have the jobber wondering what he is up against, or on pins and needles waiting for a chance to ask about our finances. The adage, "One volunteer is worth twenty pressed men" holds good. Further, we have told him about our banker, and of our intentions to centralize our business, and that we want and expect all the help and advice we can get. And I may add that we will get it. Every time our jobber can save

us a dollar he will. Wholesalers make a business policy of helping those who are worthy of it. Let us make a vow then that we will do nothing that can shake the confidence of our banker or jobber. No matter what comes, keep our credit good, for good credit stands next to ready cash.

We will next take a run around the city, see what is being sold, also get into the various sample rooms of other wholesale houses, and if possible, catch the trend of styles for the coming season. All of this is educational.

Now, back again to our jobber, and, if possible, have him sell us rather than one of his men. An employe will not, and cannot take the same interest in us. We have made before coming a detailed list of the shoes we want for our opening order. We will boil down to as few lines as we can without starving our stock. Have each sample we decide on set out, and when we are done, go over again to see if we can still leave out a line here and there, or see where some omission has been made. If we spend a day or two in selecting the stock the time will be well spent. Now, having made our selection, we will go into the details and quantities as to the amount we shall buy. If we have been straightforward and made the proper impression, we should at least have a line of credit of \$1,000 to \$1,500, but we will keep to the lower mark. This will give us a buying power of \$3,500. Beginning, as we are, in the spring, we must buy some rubbers. Ours is a great town for mud. Our buying itemized is as follows:—

Men's boots and shoes of all kinds	\$1,400.00
Women's boots and shoes of all kinds	1,000.00
Misses', child's, boys' and youths'	500.00
Spring rubbers	150.00
Trunks and bags	150.00
Findings, laces, etc.	100.00
Window fixtures, tables, etc.	100.00

Making in all\$3,400.00

Of this amount we will pay cash, \$2,400, leaving \$100 in the bank to pay rent and other incidentals. The credit our banker gave us we will leave for the present unused. Two per cent. on \$2,400 will be \$48, or the same as if we paid \$2,448. We will likely receive a little extra discount, as two per cent. is the regular 10-day terms. Of the \$3,400 we bought, only \$952 remains unpaid. If our invoice dates from the first of the following month, ten days, and we get opened up and running quickly we may get two per cent. on \$300 or \$400 more. We can arrange to have the balance divided into drafts of \$150 each, coming due a week apart, each Monday, so that we have always Saturday's business to help meet our drafts. We can prepay several of these, and in some cases get one to one and one-half per cent. discount for prepayment.

When our stock becomes broken in sizes we will sort up by express, and have the goods shipped in strong paper parcels, and by so doing, express will be little more than freight and cases, and we can keep better sized up, and miss fewer sales.

We believe "it pays to advertise." Our goods may be ever so good, but if people do not know it, then "what is the good of unknown good." We will take a modest space in each of the two newspapers, and call to our aid some good advertising medium, such as "Printer's Ink," or "Brains." We will keep in close touch with the pages in the SHOE AND LEATHER JOURNAL on Advertising and Advertising Criticisms. In our ads. we shall stick to good, straight, honest talk, and never indulge in the exaggerations so common in advertising. We will use cuts as

good as we can secure, and here our jobber will likely help us. A shoe ad. without a cut is like a man without a tongue. We will not subscribe to any programme, poster, dodger or any such scheme. The newspapers give us the most and best publicity for the money. Few, if any, of the other schemes so common have any real merit. Our window is our cheapest and most direct advertising. Our schemes for dressing will be simple, so that passersby will see the shoes as the most important part. We notice many good shoes in other shoe store windows, with no price on. Every one of ours will have the price on plain and neat. By so doing our window will sell goods.

The store is now open, and our turnover has begun. As yet we have not talked of profits. We have marked our goods according to the system advocated in *THE SHOE AND LEATHER JOURNAL* for March 1st, viz., figuring profits on the selling price. We regard this as very important.

With our opposition we intend to co-operate rather than compete; that is, if he will co-operate. At any rate we will make the advance, for we believe no one gains by bitter competition.

We will take stock in August, and know where we are at, before we go into our fall and winter trade. We will give our banker and our jobber statements of this stocktaking, and we confidently expect that our credit will be increased from both sources, as our fall and winter stock must needs be heavier.

There are a hundred and one other things we will do, but those already stated, at least, outline how we would "Start in the shoe business on a capital of \$2,500."

No clerk can make good on a job in which he feels no interest. Every workman should be enthusiastic about his work.

Seven Business Secrets

Make up your mind to work at something really worthy of your work, and work hard.

The surest way to make money is to save money, and to use what you save.

Don't be afraid of long hours or constant attention to your work.

Work can be made a joy, and economy a pleasure, if you combine an object worth while with the determined ambition to win.

Work where the interest of the man who works is centered becomes a source of real gratification, of honest pleasure and accomplishment.

Any young man can get rich, can succeed in business if he saves, if he has a definite and honest purpose and is so filled with the purpose that work ceases to be a hardship and becomes a privilege.

Look at things with optimism in your heart. Go into some small business and work to make it into a big one.

Some "Home Market" Truths

"I do not know much about the tariff, but I do know this much: when we buy goods abroad, we get the goods and the foreigner gets the money; when we buy goods made at home, we get both the goods and money."—Abraham Lincoln.

"Anything that is produced in Canada from Canadian materials by the application of Canadian brain and labor will always have first call with me, and it is only good business only part that it should."

AN ATTRACTIVE WESTERN BOOT SHOP



THE HANDSOME AND INVITING INTERIOR OF J. B. DOUGLAS' SHOE STORE IN CALGARY. THE PROPRIETOR IS ONE OF THE MOST PROGRESSIVE RETAILERS IN THE WEST.

Some Things Transpiring in the Shoe Business

Many Matters of Moment and Passing Interest—Pointed Paragraphs and Personals—Changes in Business and Those Who are Embarking Upon a Retail Career—A Readable Page

George White has opened a new shoe store in Transcona, Man.

W. G. Schierholtz, shoe dealer, Elmira, Ont., has discontinued business.

S. H. Nichols, shoe retailer, of Berwick, N.S., died recently.

The assets of J. G. Plante, shoe retailer, of Montreal, have been sold.

The Ontario Quick Shoe Repairing Co. have been registered in Montreal.

J. J. Bellamy has moved his shoe repairing business from Trail to Salmon, B.C.

Simon P. Whittaker has moved his boot and shoe repair shop from Inkerman to Finch, Ont.

J. J. Kilgour, of Kilgour, Rimer and Co., wholesale shoe house, Winnipeg, was in Toronto for a few days last week.

J. P. Whelan, of the Arcade, Limited, Hamilton, was in Toronto last week on business.

Mr. Barrett, of Thomas Ryan and Co., wholesale shoes, Winnipeg, was in Toronto last week on business.

M. B. Davidson, shoe retailer, of Kemptville, Ont., has sold out to A. Jardine, who has taken possession.

Charles Askew, James Street North, Hamilton, has purchased a twenty-two foot Goodyear repair outfit.

Geo. W. Robinson, of Hamilton, was a visitor to the Toronto wholesale shoe houses last week.

Sam Haick, 177 Bay Street, Toronto, has opened a repair shop and has installed a twenty-two foot Goodyear repair outfit.

William Garside, of Garside and White, Toronto, has returned from a trip to Winnipeg and other points west.

S. B. McCall, of the McCall Shoe Co., Toronto, spent a few days in Montreal recently on a buying trip.

Mr. Shaw has opened a new shoe store in Caledonia, Ontario, and is meeting with good success.

Mr. Lozier, late shoe buyer for the McKinnon Co., Weyburn, Sask., has started a shoe store.

Jas. Fisher has started a shoe repairing shop in the premises lately occupied by A. Clark, at Eburne, B.C.

A. Chadwick has opened a shoe repair shop and retail shoe store on Gerrard St., near Ashdale Avenue, Toronto.

F. Hurlburt, manager of the Carey Shoe Co., Barrie, Ont., was calling on the trade in Toronto last week.

Among shoe dealers who assigned during the past week were H. Hyams and I. Capelovici, Montreal.

John Sinclair, manager of the Barrie Tanning Co., Barrie, was in Toronto last week on business.

Mr. Ecclestone, of the Nufashond Shoe Lace Co., Reading, Pa., was in Toronto last week on business.

Thos. Reid, of Walpole Rubber Co., Montreal, was in Toronto last week calling on the trade.

George Cain, Toronto, sales manager of the Miner Rubber Co., has been spending a few days in Montreal and Granby, Que.

E. E. Code, manager of the Ottawa

branch of the Kaufman Rubber Co., was in Toronto last week on business.

A. L. Johnston, of Winnipeg, Western manager of Ames, Holden, McCready, Limited, was in Toronto this week.

Charles McGowan is now settled in his new shoe store in Elora, Ont., and is doing a fine trade.

L. C. Lockett, of the Lockett Shoe Store, Kingston, was a visitor to the trade in Toronto last week.

S. C. Cronk, of S. C. Cronk & Co., 126 Wellington St. W., Toronto, has returned from an extended trip to Montreal.

William Lawson, of the Carey Shoe Co., Chatham, Ont., was in Toronto last week on a purchasing trip.

A new shoe store has been started in the thriving Toronto suburb of Eglinton. The proprietors are Swartz and Zimmerman. They are doing a good trade.

Yaphe Bros., of Montreal, have bought a fine new store on St. Lawrence Boulevard, Montreal, and have taken possession.

J. F. A. Alain has opened a new shoe store on St. Catharine Street East, Montreal. He has another store on St. Lawrence Boulevard.

Nap. Dorval, of Montreal, was in Toronto last week with the Irish-Canadian Lacrosse team, of which he is an enthusiastic supporter.

Mr. Shier, of Shier and Mullen, Cannington, has been ill for some time, and may have to retire from business owing to the state of his health.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., spent a few days recently at his home in Penetanguishene.

W. Corbett, late of Roome, Corbett & Co., London, has opened a well equipped shoe store in London, with P. Bong as manager.

George Hodgison has embarked in the shoe business in Walkerton, Ontario, and is carrying a complete new stock of the latest styles and best makes.

Mr. Prior, of Prior Bros., Portage la Prairie, Man., was in Toronto recently on a buying trip. He has recovered from his recent illness.

E. J. Vincent, Limited, of Parry Sound, Ont., are disposing of their stock, and it is understood will remove to Yorkton, Sask., where they will embark in business.

Daniel Rice, late of Rice Bros., Brandon, Man., has taken over the shoe stock of that company, and will continue the business.

The James Ramsay Co., of Edmonton, have installed a thoroughly up-to-date and well-laid-out shoe department, which is a credit to their establishment.

Mr. Jarvis, representing the Murray Shoe Co., of London, has returned from a very successful business trip throughout the prairie provinces.

H. B. Ohrt, Western representative of the Relindo Shoe Co., of Toronto, got back last week from a successful trip throughout the Prairie Provinces.

George Richard has opened a shoe re-

pair shop on John Street, Port Hope. His former premises were destroyed by fire some time ago.

J. G. McDiarmid, of Toronto, Western representative of the Cook-Fitzgerald Co., of London, has returned from a profitable business trip through the western provinces, in the interest of his firm.

Burglars recently broke in the general store of J. E. Beacock, Myrtle Station, Ont., and carried away about \$300 worth of stock comprising principally boots and shoes.

W. G. Hardie, Western representative of the Minister, Myles Shoe Co., Toronto, has returned from an extended and successful business trip as far West as Calgary.

The Palmer-McLellan Shoepack Co., of Fredericton, N.B., will establish a factory in that city. A suitable site has been selected, and the work of erecting the necessary buildings will be proceeded with.

N. M. Ruthstein, the steel shoeman, of Racine, Wis., was in Toronto recently. He reports a steady growing demand for the Ruthstein steel shoe in all parts of the country.

J. D. Morgan, of Dundalk, Ont., passed away on May 21st. He had been in business for many years, and was well known to the shoe trade. His store is being continued by his son, M. A. Morgan.

Fred Smale, lately in charge of the shoe department of Johnston, Walker & Co., Edmonton, has severed his connection with that firm, and will embark in the shoe business on his own behalf, on First Street, Edmonton.

George J. Scott, of Toronto, representing the A. P. Cimon Shoe Manufacturing Co., of Montreal, the Adams Shoe Co., of Toronto; and Valentine & Martin, Waterloo, has returned from an extended business trip throughout the Canadian West.

The Miner Rubber Co., whose Toronto warehouse is at 93-99 Spadina Ave., have found it necessary to take in another flat, which gives them twice the flooring space to meet the requirements of their rapidly growing business in Ontario.

George A. Slater and his son, George M. Slater, of Montreal, were in Toronto for a few days last week on business connected with the new Invictus Boot Shop, 50 Yonge Street, which has been opened under the management of Herbert J. Eady.

Neale and Merner have opened a shoe store on Bloor Street West, near Dovercourt Road, Toronto. Mr. Merner has had an extensive experience in the trade, having been city traveler for George E. Boulter for a number of years.

W. F. McNeill, manager of the Nugget Polish Co., Toronto, has returned from a business trip to Montreal and points east. He reports that business with the company is showing remarkable increases. The biggest order ever received came from Vancouver in March for polishes and polishing outfits and was duplicated the other day from the same city.

The by-law for the early closing of retail boot and shoe shops in Hamilton has passed the City Council and gone into effect. All shoe stores now close at six

o'clock every evening, except Mondays, Fridays and Saturdays, and days immediately before public holidays. The by-law was signed by over three-fourths of the footwear merchants in the Ambitious City.

The new Slater shoe store, which has been opened at the corner of King and Catharine Streets, Hamilton, opposite the Terminal station, is under the management of P. Rowan, late of Toronto. The premises are 175 feet deep and 25 feet wide, and have a fine corner window for display purposes. The fixtures are in quarter-cut oak, and the interior is very attractive.

A party of prominent business men from Great Britain, representing many leading mercantile and manufacturing firms, are now touring the chief cities and industrial centres of Canada, with a view to ascertaining the opportunities that exist in the Dominion for the establishment of branch factories, the openings for capital in industrial undertakings, and the possibility of extending the market for British home-made goods.

White goods are being more widely advertised this year than ever by the retail merchants throughout the country. White costumes will be very popular, such as white serge suits, and the lighter kinds of garments. This would indicate that during the coming three months the predicted demand for white toggerly will set in with considerable activity. From both east and west come reports of the popularity of white canvas, South Sea Island cotton, poplin, white calf, white buckskin, white nubuck, and similar creations.

The commercial travelers are working earnestly to make a success of "Travelers' Day" at the Brandon Summer Fair. One great feature of the day will be a procession of floats with exhibits representing wholesale and manufacturing houses. Any company or concern in Eastern or Western Canada that has travelers in the West is invited to take part in the procession. As one hundred thousand people attended the Brandon Summer Fair last year, and the attendance is likely to be still greater this year, this procession of floats will afford manufacturers and wholesale houses a fine opportunity to advertise their goods.

Jobbers report that a good sorting business is being done, and that, while retail trade in spring goods has been a little backward owing to the continued wet weather, still, on the whole, trade returns are satisfactory. Travelers for the jobbing houses are now out with fall and winter samples and orders are coming in nicely. There is a lively requisition for tans and gunmetaals, while the number of patents selling is well up to the average. It is anticipated that there will be an active market for white goods, and indications point to a larger business in this line than for some years past.

S. T. Bates, Winnipeg, has sold out his interest and severed his connection as manager of the Regal Shoe Store, Winnipeg. During the past four years in which Mr. Bates has been manager of this store he has built up one of the largest retail shoe businesses in the West. In Mr. Bates the retail trade of Winnipeg loses one of its most enthusiastic shoe merchants. He has not decided as to his future plans, but intimates he loves the shoe game so well that, no doubt, after a well deserved rest, he will be found looming up again on Portage Avenue, in Winnipeg. Mr. Bates is a brother of Joseph H. Bates, of the Regal Shoe Store, Toronto, and Edwin Bates,

shoe retailer, 15 Danforth Avenue, Toronto.

Findings Men Gather

The National Leather and Shoe Finders' Association held its eighth annual convention in Louisville, Ky., recently. The following officers were elected: President, Henry Kleine, Chicago; treasurer, Frank W. Witcher, Boston; secretary, G. A. Knapp, St. Louis; vice-presidents, J. H. Martin, Minneapolis; John F. Bechtel, Columbus, Ohio; Louis Weiman, Pittsburg; C. S. Ferguson, Los Angeles; Otto Breyman, Portland. Executive Committee, T. W. Fuqua, chairman; A. J. Ehlers, H. R. Holden, C. H. Trieschman, Heriman Scheffer, Peter Nutz, Joseph P. Dunn, Edward J. Bosler, Sam Burtshaell, Henry E. Bragg, Harry Lyons, Buchanan Harrar, and August Spies.

A Good Executive Officer



Wm. J. Ashplant, who has been re-elected secretary-treasurer of the Retail Shoe Dealers' Association, of London, is a progressive young business man. He has been identified with the shoe trade ever since he began running messages for his father, Ald. Hubert Ashplant. Some years ago the boys, W. J. and Frank, were taken into partnership, and the firm name was changed to Hubert Ashplant & Sons. The secretary-treasurer of the London Association is active and aggressive in the interests of the work, and the organization is making fine progress. He keeps things a-moving. "Billy" Ashplant has always taken a great interest in baseball, and a few years ago was a lively player. He is also an ardent lover of whist and has taken part in several tournaments. He was a prominent member of the old Orient minstrels, in London, and helped to put on many an enjoyable entertainment. He likes the shoe selling game, and is a good buyer and wide-awake stock-keeper.

Keeping Ahead in the Race



Norval K. Wanless, who was recently elected second vice-president of the Retail Shoe Dealers' Association, of London, is one of the live business men of the Forest City. Previous to entering the shoe business, he was employed for thirteen years in the stores department of the London Asylum. A change of regime taking place in Onatrio a few years ago, the political axe severed the tie which bound Mr. Wanless to a government post. He then entered the wholesale firm of Coates, Burns & Wanless, where he was employed for some time. Seeing a good opening in East London, he started out for himself four years ago, and to-day is doing a rattling fine business. Mr. Wanless is a good stockkeeper, a shrewd buyer, and a careful student of styles. He is managing to keep up in the business race as easily as he did a few years ago when, as a sprinter, he could trim anything in Western Ontario at 100 or 220 yards. He is also an enthusiastic curler, being a member of the Lon-

don Curling Club. As an old-time ball player, he takes great interest in the Canadian League games. He is well liked by the men of London, and enjoys a wide measure of popularity and patronage.

Canadian Day at Boston Fair

"The Sixth National Shoe and Leather Market Fair, which will be held in Boston, July 10-17, is already an assured success. More space has already been taken than when the Fair opened last July. We have been working on our campaign to bring the shoe and leather buyers into Boston, since last November," says Vice-President W. D. Bennett. We sent 400 of our booklets giving full details of the big week to the Department of State at Washington, and the director of the Consular Service sent these booklets to our American Consular officers in all parts of the world.

When the travelling shoe salesmen left for their trips in March, we sent them special invitation tickets for shoe retailers only, and in addition to this some 50,000 invitation tickets will be sent to shoe buyers. A feature of the week will be the Convention of Delegates of the National Shoe Travelers' Association, to be held in Mechanics' Building during the Fair.

Another feature is Superintendents' and Foremen's Day, July 13, when shoe factory superintendents and foremen will visit the Fair in a body. We have provided them with special pass buttons good for admission to the Fair all through the week. A new development is the First International Convention of Shoe Factory Superintendents and Foremen, which will be held in Mechanics' Building, July 13, in one of the Convention Halls.

"Canadian Day" will be observed on Friday, July 12. Last year a large delegation of shoe manufacturers and tanners came down from Canada, also many shoe buyers, some coming from as far west as Calgary. We are assured of a much larger attendance next July."

The Investigation Is Over

One of the longest investigations into trade problems was brought to a close last week in Montreal, when the famous enquiry into the United Shoe Machinery Company came to an end as far as the evidence and argument of lawyers are concerned. Mr. A. Falconer, K.C., concluded his argument against the company, and then Mr. T. Chase Casgrain, K.C., who had already argued at length on behalf of the company, thanked the commissioners for their patience exhibited throughout the long and technical investigation. As this is the first investigation ever held under the Federal Combines Act there is considerable interest both in industrial and legal circles as to the interpretation of certain clauses of the Act, such as the exact meaning of the word "monopoly, and injury to trade through combines." There are also interesting issues in the case just terminated. Briefly stated, the claim against the United Shoe Machinery Co. is that they have a practical monopoly in shoe machinery, their methods being to lease machines to shoe manufacturers, instead of selling them outright. It is asserted that these machines are leased for long-term periods with tying clauses, which made competition in shoe machinery practically impossible, and that the royalties also were excessive. On the other hand, the company claimed that it had not been proved that the methods of the Shoe Machinery Co. had injured the manufacturers, or increased the price of shoes to the public; that practically all

the manufacturers heard had expressed themselves as satisfied, and that the very system of leasing machines enabled small manufacturers to start up with little capital and resulted in keener competition among the manufacturers.

It is likely that the commission will take some weeks to consider the evidence before presenting its report on the investigation.

A Progressive Young Shoeman



George E. Wegenast, manager of the shoe department of J. S. McNulty, Port Arthur, is a young man, who is rapidly forcing his way to the front in the footwear line. Although only 22 years of age he has had a well rounded

experience. Mr. Wegenast was born in Waterloo, Ont., where he attended school and during odd times delivered papers. When thirteen years old his parents moved to Stratford. After a short term in the schools of that city he entered the employ of Knechtel & Co., as junior salesman, where he learned the boot business in its various branches, paying particular attention to the buying and selling ends. After six years' service with the Stratford firm, the call of the West came to him, and he resigned his situation in November, 1910. Since that time he has held his present position. He regards shrewdness in buying and ability to fit people comfortably as two of the strong points in the equipment of any salesman. He has always made a close study of these two branches of the business. He believes that particular attention to fitting and buying are two of the strongest points in retail success. Mr. Wegenast has been a diligent reader of the SHOE AND LEATHER JOURNAL ever since he began his career as a salesman, and has obtained many valuable pointers through its columns.

Hunts Duck, Deer and Shoe Orders



He is a mighty hunter, they say. Some there are who think he shines most when after deer, but others believe he is the terror of all the wild ducks on Lake St. Peter. Be that as it may, he gets away in October every year long

enough to have some sport, whether it be on the water or up in the no-mining wilds. Of course, he does other things besides hunting deer and ducks. He never spends more than two or three weeks this way. Most any time during the other forty-seven weeks he may be seen around the retail shoe trade in Montreal and the Eastern Townships. And he is a good salesman, too, and popular—one of the Kingsbury Footwear Company's staff. For six years he has been with this ladies' shoes concern. Before that he was with the Empire Shoe Co. and Eugene Leclaire, both Montreal jobbing houses. So he knows something about shoes, does J. A. Malboeuf.

Growth of Canadian Shoe Factories

At a recent session in Montreal of the commission investigating the United Shoe Machinery Company's methods in Canada,

some interesting figures relative to the rapid growth of the shoe manufacturing business in the Dominion was given by Mr. F. W. Knowlton, Canadian manager of the U. S. M. Co. Mr. Knowlton said that in 1900 there were some seventy-five shoe manufacturers in the Dominion with a credit rating of from \$2,075,000 to \$4,000,000, but that in 1911 there were 138 leases of his company's machines with a credit rating of from \$6,480,000 to \$10,000,000. Under the old Goodyear Company, he declared, the manufacturers had few up-to-date machines, but as soon as the United Company took over the Goodyear, the United supplied Canadian manufacturers with auxiliary modern machinery on the same terms as United States factories. Mr. Knowlton said that while the shoe manufacturing industry had made fair progress in Quebec city, business had practically doubled in the Maritime Provinces, Montreal and Toronto. Since May, 1907, his company had fitted out 52 factories with machinery, practically all of them being new firms. He stated that there were two systems of leasing, the premium lease, which did not involve the tying clause, and the loan lease, which did, and that the latter was evidently not unpopular, as 80 per cent. of the machines out were under the loan lease.

A Genial French-Canadian

In the shoe business for twenty-two years, a good deal of which has been spent on the road, is the record of N. J. Bourdeau, one of the most genial travelers calling upon the trade in Ontario. He was born in Chatham, Ontario, and in 1890 entered a retail shoe store in that city, where, after a year and a half of service, he went to St. Thomas. He was employed with Cronk and Tallman in that city for over six years. His first position on the road was with the London Shoe Co., of London, and for five years he covered Northern Ontario. He later joined the selling staff of Cook-Fitzgerald Co., of the same city, and for a similar period traveled all the section between Toronto and Quebec city. Nearly three years ago he identified himself with Jackson and Savage, Montreal, and the Regina Shoe Co., Montreal. He now is



a regular visitor to every place of importance in Ontario between Belleville and Windsor, and north as far as Owen Sound. Mr. Bourdeau, who is familiarly known as "Nap," resides at 55 Glangarry Avenue, Windsor. He is well liked by the trade and has proved a most successful salesman. He loves the boot game and has made the Boy Scout shoe a household word among the younger generation.

NEWS BUDGET FROM QUEBEC

J. H. Hamilton, of J. B. Blouin, Limited, Levis, and H. Muir, of James Muir & Co., were in Montreal last week.

George Wilson, of the Louis Gauthier Co., Limited, is on a trip through the West in the interests of his firm.

The Rock Shoe Co. are taking stock this week. They will be very busy for the fall run.

The many friends of Alf. Marois are pleased to hear that he has recovered from the accident from which he suffered a week ago.

J. Guay & Fils, tanners, of Quebec, are very busy in white and tan box kip. They report a big demand for that stock. They are also making a nice patent chrome.

Alf. Garant, of Dupere & Garant, was on a business trip in the western part of the Province of Quebec. Mr. Dupere was in Montreal last week.

Dupere & Garant have been appointed representatives for Quebec and vicinity for the Independent Box Toe Co., of Montreal, and for J. H. Hemmerdinger & Son, tanners, of Brooklyn, N.Y.

J. A. Langlois, M.L.A., of the Louis Gauthier Co., Limited, was re-elected for St. Sauveur Division in the recent provincial contest. His many friends are extending congratulations.

J. A. Scott, W. Richard, E. Jobin, Geo. Bilodeau, J. H. Laroche, Cyr. Robitaille, and W. Deslaurier have been on a fishing excursion to the "La Frippe" Lake, where they spent a few days at the St. Antoine Club.

Among the recent visitors in Quebec were: Wm. Linklater, of the Boston Blacking Co., Montreal; J. B. Crochier, of L. H. Packard & Co., Montreal; John C. Nish, of the Wolff Mfg. Co., Philadelphia, P.A.; C. E. McKeen, Vancouver, and Henry Hemmerdinger, of J. H. Hemmerdinger & Son, Brooklyn, N.Y.

What Factories and Tanners Are Doing

Perth Carries Bylaw Granting Aid to Shoe Factory—New Concerns in the East and West—Calgary May Have Shoepack Factory—Some Changes in Superintendents—Executive of Ontario Association Meets

Theodore King, of King Bros., Whitby, was in Montreal recently.

J. I. Chouinard, Regina Shoe Co., Montreal, has returned from Boston.

I. England & Son, of Knowlton, Que., tanners, recently made an assignment.

The Merchants Rubber Co., of Berlin, have installed an Ideal clicking machine.

W. Wilson, superintendent of the Nursery Shoe Co., St. Thomas, Ont., spent a few days in Toronto last week.

Oscar Vogt, of the Great West Felt Co., Elmira, Ont., was a visitor to the Toronto trade during the past few days.

N. MacFarlane, president of the Mac-

Farlane Shoe Co., Montreal, Que., spent several days in Toronto last week.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, has gone on a business trip to Vancouver, B.C.

George G. Lennox, wholesale shoes, who has been spending some time in Eastern Canada, has returned to Winnipeg.

Jos. Nantel, manager Rena Footwear Co., Montreal, states that the firm has just installed a new levelling machine and a new laster.

The Gutta Percha Rubber Company has taken out a permit to erect a two-storey building between O'Hara Avenue and

West Lodge Avenue, near Marion Street, Toronto, to cost \$12,000.

Work has been commenced on the new buildings of the Davis Leather Co., Newmarket, which, when completed, will more than double the output of the present plant.

The New Hamburg Felt Boot Co. recently purchased a strip of land from Jacob Laschinger, on which to erect another addition to their factory.

W. J. Heaven, manager of the Anglo-Canadian Leather Co., Toronto, has taken up his residence in Oakville, Ont., for the summer months.

J. T. King, superintendent of the Regal Shoe Co.'s factory, Toronto, is spending a few days in Boston and Whitman, Mass., on business.

Messrs. Tolman and Neuberg, of the S. O. and C. Eyelet Company, Ansonia, Conn., were in Toronto and other cities during the past week.

Ronald Booth, a young employe of the W. B. Hamilton Shoe Co., of Toronto, had a small bone in the ankle of his foot broken recently by having the member caught in the machine.

J. B. Martin, of Valentine and Martin, shoe manufacturers, Waterloo, was in Toronto last week. He has recently purchased a touring car, and now enjoys a spin through the country during his leisure hours.

It is rumored that St. Thomas may have a third shoe factory. The press of that city say that it never rains but it pours, and that manufacturers are becoming aware of what St. Thomas has to offer them.

Alfred Minister and Major Myles, of the Minister, Myles Shoe Co., Toronto, are on a business trip to Boston, Lynn, Brockton, Haverhill, and other centres, picking up the latest ideas in styles for next spring and summer.

Among the manufacturers in Toronto during the past few days were: Alex. Brandon, of the Brandon Shoe Co., Brantford; J. A. McPherson, of Hamilton; E. J. Getty, of Galt; and E. E. Donovan, of the Cook-Fitzgerald Co., London.

A meeting of the executive of the Ontario Shoe Manufacturers' section of the Canadian Manufacturers' Association, was held in Toronto last week, at which there was a full attendance. Some matters of interest were discussed and an effort will be made to enlarge the membership.

Among factories which have put in C. H. M. lasting machines are the Cook-Fitzgerald Co., London; the Adams Shoe Co., Toronto; the Nursery Shoe Co., St. Thomas. Walker, Parker & Co., Toronto, have put in a Goodyear outsole shank welt skiver.

Another man has been hurt by a belt at the Williams' shoe factory, in Milton. This is the same belt that broke the arm of John Williams. The victim this time was Douglas Cox. His shirt sleeve caught and he had his face cut and bruised as he was slammed against the ceiling.

A despatch from London, Ont., says: The Cook-Fitzgerald Company, who have been manufacturing men's shoes, will branch out, establishing a branch for the manufacture of women's shoes. The new factory will employ at least 50 hands at the opening, and it is expected that the business will develop rapidly.

The J. Leckie Co., of Vancouver, which has been established seven years, has grown to be the largest shoe factory on the Pacific Coast. They now turn out over

100 lines. Business has been exceedingly good, and recently an order was received by wire from Edmonton for 1,000 pairs of their spring heel logger boots.

Albert Thompson, a one-legged man, aged about fifty, elevator operator for the Davis Leather Company, was struck and instantly killed a few days ago by the Grand Trunk Cobalt train on its way to Toronto. Thompson was crossing the tracks on his way to work.

Calgary is likely to have a modernly equipped tannery and shoepack factory. The tannery will have fifty vats, and a large amount of capital toward the enterprise has already been subscribed. There will be a factory in conjunction, which will turn out shoepacks, which have a big demand in the West.

Robert Burton, a tanner employed by C. S. Hyman & Co., London, Ont., has received word that through the death of his brother, John Burton, of Middlesex, Eng., he has been left a legacy of \$21,000. Mr. Burton left England some eight years ago, which was the last time he saw his brother, who was a cattle dealer on a very large scale.

The Roberts & Van Lane Shoe Co., Ltd., with a share capital of \$40,000, has been formed, with head office at Brantford. The provisional directors are: Arthur Roberts, J. F. Van Lane, and A. C. Clark. The company is empowered to carry on business as wholesale and retail dealers in boots, shoes, rubbers, trunks, valises and hosiery, and also to manufacture boots and shoes and similar goods.

The Palmer-McClellan Shoepack Co. are seeking concessions from Fredericton, N. B., to locate a factory in that town. The company seek a free site, free water and sewerage and exemption from taxation for 21 years. On the other hand, they must have an annual wage scale of at least \$30,000, an annual output of \$100,000, and furnish employment at the end of three years to not less than 75 hands.

Last year the Robert Taylor Co., Halifax, N.S., built a four-storey addition, 40 x 30 feet, and they have since built a considerable further addition to this enlarged plant, made necessary by the expansion of the business. They intend to develop more fully the manufacture of finer grade shoes, for which the demand in the Maritime Provinces is increasing all the time, and the additional facilities are largely directed toward this end.

The directors of the Logan Tanneries, Limited, West Pictou, N.S., have appointed James P. Donald, late of the R. M. Beal Leather Co., Lindsay, Ont., to be general manager of the concern. Mr. Donald had long experience with the trade and has taken charge of the industry in Pictou. Active work has begun and the products of the company will soon be on the market. The company are purchasing a large quantity of tan bark and other materials. W. B. Ives is the secretary of the organization.

F. W. Weston, of the Weston Shoe Co., Campbellford, was in Toronto recently. He has been a member of the Commercial Travelers' Association, as well as the Mutual Benefit Society, for twenty-seven years. He was formerly in business with his brothers in Toronto, but a few years ago removed to his present location, where the firm employ about 100 hands. His son, H. G. Weston, travels for F. J. Weston & Sons, Toronto, and Dr. Weston, assistant to Dr. Norman Allen, the medical referee for the Commercial Travelers' Mutual Benefit Society, Toronto, who dis-

tinguished himself greatly as a medical student, is also a son of F. W. Weston.

C. Bronillard, superintendent of the Brown Shoe Co., St. Louis, Mo., has been appointed superintendent of No. 1 factory of Ames, Holden, McCready, Limited, Montreal, succeeding L. F. Mulready. W. V. Matthews, late with J. & T. Bell, Limited, Montreal, has been made general superintendent of all the Ames, Holden, McCready plants. Frank H. DeLancey has succeeded Mr. Matthews at the Bell factory. Mr. DeLancey has had many years' experience in American factories, and is familiar with every feature and detail of shoemaking.

The by-law to loan the Perth Shoe Co. \$25,000 without interest for fifteen years was carried recently in that town by a vote of 351 to 174, one more than the number legally required. The shareholders will now buy \$30,000 in bonds in the company, and it is understood that the manufacture of women's shoes will be started on a large scale. It will be remembered that the by-law was voted upon a few weeks ago, but was defeated by the old statute of conditions governing encouragement to industries.

Ex-Alderman Eugene Guay, for many years prominently identified with municipal life, first in St. Henri and later in Montreal, died recently at the age of sixty-one. Mr. Guay was elected to the St. Henri Council in 1897, and became mayor a year later, remaining in that position till the annexation of St. Henri in 1906. He was then elected a Montreal alderman, serving for two years on the Finance Committee. In 1910 he retired from municipal life to attend to his business as manufacturer of shoe supplies. A few months ago he fell ill and declined rapidly.

Guillaume Boivin passed away recently in Montreal. He was one of the most active business men in that city and was held in high respect. He was born at Lorette, Quebec, and spent the early part of his life in various towns in both New England and Quebec. Coming to Montreal in 1867, he founded an up-to-date shoe factory on Jacques Cartier Square, in which business he was highly successful. He retired in 1895. He was 77 years of age, and was a man of unimpeachable integrity, admired for his personal attributes no less than for his executive ability.

The preliminary work for extensive enlargements to the Beardmore tanneries, in Acton, Ont., is in progress. Within two years the entire premises will be remodelled and the capacity largely increased. Modern methods and conveniences are being considered at every point. The new switches for loading and unloading hides, leather, bark, tanning materials and fuel, run into the principal buildings, and the work of teaming will be reduced to a minimum. When completed the new buildings will be attractive and fireproof. Coal trestles and carriers will be built to facilitate the onerous work of unloading and handling coal, and throughout the premises both tanneries will be most modern.

Winn Brothers, formerly of Milton, and latterly of Perth, have been negotiating with the board of trade of St. Thomas, Ont., to locate a shoe factory in that city. They have made an offer that they will invest \$12,000 in St. Thomas, apportioned as follows: Land, \$1,500; building, \$5,000; machinery, \$6,000. They will have a capital of \$10,000, paid up, when the company is formed, and will guarantee to employ from 25 to 40 hands the first year at an

Established Over Half a Century



Head Office: Berlin, Ont.

TO THE TRADE

GENTLEMEN—

Owing to the unprecedented high cost of hides, it has been absolutely necessary to advance the prices of all grades of Sole, Harness and Shoe Leathers. All quotations are therefore subject to change without notice. Prices will be gladly given on application. They will be as low as present market conditions will possibly warrant.

Yours faithfully,

THE BREITHAUPT LEATHER CO. LIMITED

average weekly wage of \$10, with three heads of departments. In return, Winn Brothers ask the city to loan them \$15,000, with eight years interest free, and seven years at four per cent., repayable after five years to the amount of \$1,500 yearly. They seek for exemption from taxation for eight years, and the next seven years to have their assessment fixed at \$2,000. They will carry a stock of leather and findings at all times worth from \$6,000 to \$8,000. Some local capitalists in St. Thomas are interested in the new industry, which will make several lines of children's shoes. Negotiations are now proceeding.

In response to the petition of 103 of the men out of the 170 on the pay roll, asking for Saturday afternoons half holiday, the Davis Leather Co., of Newmarket, has decided to grant the request, commencing on Saturday, June 15th, and continuing during July and August. Each Saturday afternoon that the tannery closes work will commence at 6 a.m. instead of 7 o'clock.

The tannery at Port Elgin, Ont., which has been shut down for the past few months is to be started again shortly. Mr. Zinkam made arrangements with a couple of gentlemen from Kingston and Berlin, to take over the property, and as a result operations may begin at once. It is intimated that the new firm will conduct business on a larger scale and that from eighteen to twenty hands will be employed. As well as the regular bark tanning operations, the new company will introduce the chrome process. Wm. Shierholtz, the former superintendent, will be on the staff of the new company.

A. C. Todd, of Meaford, who, for over 25 years, has operated a tannery and shoe factory in that city, and whose plant was visited by a destructive flood this spring, has been in Calgary with reference to locating in that city. Francois Adam, of Camrose, Alta., whose tannery was destroyed by fire a few weeks ago, was also in Calgary, and a meeting was arranged between these two gentlemen. At this conference it was decided to join forces in the erection of an up-to-date plant. The stock which both gentlemen had saved from the flood and fire totalled about \$25,000. This they purpose putting in as their capital in the business, the intention being to have \$75,000 subscribed locally. Messrs. Todd and Adam were successful in raising a large proportion of the amount desired. Mr. Todd has meanwhile returned to Meaford. It is understood, according to advices received from Calgary, that when \$50,000 is subscribed locally, the tannery and shoepack enterprise will be proceeded with, but unless this sum is subscribed it is not likely to materialize.

A despatch from Whitman, Man., says the committee of the Joint Shoe Council

which has been unionizing the Regal Shoe Co., preparatory to issuing the union stamp of the Boot and Shoe Workers union to the concern, announces that its work is done and that of the 1,000 operatives it found but 150 who were not already members of the organization. Only one employe was found who had allowed his membership in the Boot and Shoe Workers Union to lapse thereby automatically suspending him. He will be reinstated and the other operatives will be admitted to membership in the union at the next general meeting of the six local unions. With the matter of organization out of the way the Joint Shoe Council is now ready to have the general executive board of the B. & S. W. U. issue the stamp and the matter of wages will then be taken up. No difficulty on wage scales is expected for the Regal Co. has always paid the prevailing wages and in some departments the operatives were getting even more than the union scale.

ADDITIONAL NEWS NOTES

Wm. McClure, of Paisley, Ont., has sold his shoe and grocery business to William S. Mitchell.

George W. Warriner, shoe repairer, 1243 Bloor Street West, Toronto, intends putting in a full stock of shoes and removing his repair plant to the rear of the store.

George Chambers, head salesman of the Regal Shoe Store, Toronto, is spending a month's holidays in the Montreal River district.

David Johnston of George G. Lennox, Winnipeg, has returned to that city after visiting Montreal, Toronto, Berlin, and other points.

George Ryan, of the Thomas Ryan & Co., wholesale shoes, Winnipeg, is spending a few days in Montreal and Toronto in business.

The firm of Tretheway, Karn & Co., wholesale shoes, London, has been dissolved. Mr. T. A. Karn will continue the business under the former name. R. J. Tretheway retires.

Ed. Picher has retired from the firm of Larochele, Picher & Co., wholesale shoes, Quebec. J. H. and M. E. Larochele will continue under the style of J. H. Larochele & Son.

A "shoe and repair plant" is reported as unable to secure a location in Winnipeg, the promoters having left after having made futile endeavors to obtain a site. Charles F. Roland, publicity commissioner, however, declares that no shoe plant of any kind had been forced to leave because of inability to secure a site. "Any big shoe plant that wishes to locate in Winnipeg," declared Mr. Roland, "will not have to look for a site. We'll give them one free."

WHERE WILL THE ADVANCES END?

There is no doubt that leather prices are advancing. Canadian manufacturers and tanners are up against a difficult problem just now. Nearly all the leading leather producers have withdrawn quotations. Buying, in many instances is from hand to mouth. Some shoe factories have large stocks of calf skins on hand, but others will shortly have to enter the market for fresh supplies. It is never a pleasant task to elevate prices, particularly at the present time, in view of the high cost of living.

A leading Toronto leather merchant, who has been over half a century in the business, says that he has never known leather to be as high as it is at the present day in harness, upper and sole stock. Live stock, of which leather is a by-product, is dwindling in practically every country in the world. While there are substitutes for meat there is none for the raw material of leather. Of course, fabrics may to a certain extent take their place on a number of the finer grades of shoes, but for everyday footwear, vestings are not at all profitable or durable.

Recently sole leather has taken a jump of about 2c. per pound in price and cut stock, which is so largely used by repair men, had advanced about 12½ per cent. Tap soles, for instance, were never as high as they are to-day. Best heavy 6 inch soles are going at \$4.50 per dozen to the trade. No. 1 Spanish sole is 32 cents by the roll and 33 for single side. No. 2 is 31 and 32. No. 1 oak sole is now 35 and 36, No. 2 is 34 and 35, and No. 3 is 32 to 33.

Most of the factories are fairly well covered, but sole leather tanners are not quoting figures any too far in advance.

In regard to calf skins shoe manufacturers make various reports, and prices differ very much according to buying arrangements and facilities. A prominent Montreal manufacturer remarked that by the time he secured all his stock for the spring run of 1913 he expected that it would cost him on the average fully 25 per cent. more than a year ago.

WANTED—Salesman to handle shoe as a side line. Special work shoe, sells at sight. Best advertised work shoe in the country. An exceptional opportunity to the right party. Address N. M. Ruthstein, Toronto, Can.

BOOT AND SHOE TRAVELER, at present traveling for one of the largest shoe manufacturers in Canada, desires similar position. Perfect knowledge of both languages and highest credentials. Would travel East or West, might be an inducement to manufacturers requiring traveler for Prov. of Quebec. Address Box 30, SHOE AND LEATHER JOURNAL, Toronto, Ont.

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For Every Department
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Lasting to Finishing

TRADE



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HAND METHOD
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MACHINES

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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.



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A Select Range

of *So-Cosy* Soft Soles is the best advertising medium you have.

THEY PULL THE LADIES' TRADE

THE HURLBUT CO. LIMITED
PRESTON, ONT.

"WHERE QUALITY COUNTS WE WIN"



Get the most of them

THE great majority of men want to pay about \$4.50 or \$5.00 for their shoes and consequently the most of your sales are at this price. Now as these "popular priced" shoes form the bulk of your business with me, you naturally want them to bring the bulk of your profits. Therefore, buy carefully to get full profit for yourself and to get full value for your customer—for this business must be held to your store.

Brandon Shoes are "Popular-priced" and "popular-valued"—and they're sold direct to you. You get full profit—your customer gets full value.

THE BRANDON SHOE CO. LIMITED

BRANDON, ONT.

J. E. DUPRE

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THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL

DUCLOS & PAYAN

Tanners of CHROME SOLE

We were the first in this country to make this leather and are still in the lead.

Write for samples and prices.

Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

HEADQUARTERS FOR

LEGGINGS

SPORTING BOOTS

LARRIGANS

AND UPPERS

We are Tanners of Leather and Manufacturers of the above lines and in buying from us you get in on the ground floor as to quality and price.

THE R. M. BEAL LEATHER CO. LIMITED, LINDSAY



Most extensive line of work shoes made in the world

These shoes are made in the Williams factor, at Holliston, Mass., where nothing but work shoes are made. 100,000 pairs are always carried in stock. Send to-day for price list.

There are eighty others in the Williams line and they are all good sellers.

THE CLARK SHOE CO.
BRANTFORD, ONTARIO

Canadian Sales Agents for
ARTHUR A. WILLIAMS SHOE CO.
HOLLISTON, MASSACHUSETTS



McKAY SEWN SHOES

FOR
WOMEN, MISSES AND CHILDREN

Shoes that have Style and Finish — at the right price for the jobbers, who are invited to see samples.

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TANNING RESEARCH LABORATORY

H. C. REED, Manager

Analysis of Any Material Employed in the Tannery

OFFICE, LABORATORY AND SAMPLING ROOM
227-229 FULTON STREET
NEW YORK, N.Y.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

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

Cable "HIDES," Leicester.

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. Valler St., QUEBEC. RICHARD FRERES, Agents.

KANGAROO | **RICHARD YOUNG CO.**

We are Headquarters for all Finishes, Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

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

AND IT ONLY COSTS YOU \$1.00

Twice a month it brings right into your store all the news of Shoedom, all the latest ideas in store management, all the latest wrinkles in window dressing, all the latest styles in shoes, all the best ideas for sales boosting, in fact, all of everything that is of interest to Shoemen. Do you get every issue,

THE SHOE & LEATHER JOURNAL
1229-31 Queen St. W., Toronto
13 Coristine Building MONTREAL



A New Shoe
 This is one of the nicest fitting, most comfortable and best value shoes made.

SOLID LEATHER SHOES
 ALL LINES ALL SIZES
 FROM CHILDREN'S TO MEN'S

Charles A. AHRENS
 AND Company
 BERLIN, ONT.
 —Manufacturers of—
Solid Leather Shoes

Also Slippers

The Bonner Leather Co.

—Manufacturers—

GLAZED KID
 (Black and Colors)

CHROME LAMBS
 (Glazed and Dull)

1060 Notre Dame St. W., Montreal

CUTTING DIES
 of every Description for
Leather, Rubber, Paper, Cloth,

Honest Values at Honest Prices.
 All Work Warranted.

Dominion Die Co.
 321 Aird Ave., Montreal, Que.
 Phone E 3778



Everything in bows, buckles, beaded ornaments, etc. Latest French and English novelties, from 3c. doz. to \$12 a pair.

ENQUIRIES SOLICITED.

SOLOMON @ SPIELMANN
 22 St. John Street - - - MONTREAL



McKays Only

When we put all our time, all our energy, all our brains into building McKays it stands to reason we can do it RIGHT doesn't it?

Wait for our travelers and see our splendid lines of Spring Samples.

DUPONT & FRERE
 301 Aird Ave.
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TRY

OUR NEW TANNAGE
BLACK GLAZED KID

It is a perfect black with a fine grain.

CHOICE SELECTIONS

Let us Send you a Sample.

THOS. A. KELLEY & COMPANY
 WEST LYNN, MASS, U. S. A.

BOX TOES THAT COME ALIKE



Made in Cork, Waterproof, Felt, Combination Leather and Canvas

SEND TRIAL ORDER

INDEPENDENT BOX TOE COMPANY
 102 Christopher Columbus Street MONTREAL, QUE.



Satisfaction guaranteed by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

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You should have **A NICE CABINET** in which to keep your stock of Boot and Shoe Laces — Let us supply your want —

DIMENSIONS: 16 ins. high. 15 1/4 ins. wide. 9 1/4 ins. deep.
8 gross assorted Laces



THE ORIENT CABINET

We will give at part only of cost to make, this Swagger Polished Wood Cabinet. Has four drawers, each containing 2 gross "ORIENT" Silk finish Boot and Shoe laces. Well assorted in Black and Tan, both Ladies' and Gents'. An ornament and great convenience. We have only a limited number to place as an advertisement and to introduce our "ORIENT" laces, one only to each retail account opened. The 8 gross laces at regular list prices

FREE COUNTER CASE

with first orders or Bank, City, or Flag Laces
DIMENSIONS: 10 1/2 ins. high. 9 1/4 ins. wide. 8 3/4 ins. deep
4 gross assorted Laces



This neat, strong, cloth covered 4 gross Cabinet supplied free of charge with each opening order of 4 gross laces in qualities "City," "Bank," or "Flag." Assorted 1 gross each Black 36 in. Gents' 45 in. Ladies' Boot; 1/2 gross each 36 in. Gents' and 45 in. Ladies' Tan Boot; and 1/2 gross each Ladies' and Gents' Black 27 in. Flat Shoe Laces. Well made—has four drawers. Laces charged at regular list prices. No charge for cabinet. "City" and "Bank" are polished cotton, "Flag" soft silk finished cotton.

A SPLENDID OPPORTUNITY to equip your store with a much needed article. Useful and ornamental. We lose money doing this, BUT we get BROUGH'S GOOD LACES known. Business surely follows both for you and us. Your customers WILL INSIST on having them because they ARE the BEST. All the best wholesalers can supply these. If your findings man won't do so, write direct to us.

BROUGH, NICHOLSON & HALL, LIMITED, Leek, Staffs. 112 Wood Street, London, E.C.

Complete Line now in Stock by Canadian Agents

WALTER WILLIAMS & CO. 517-525 St. Paul Street, MONTREAL Telephone M. 2724
20 Wellington Street West, TORONTO Telephone M. 2994

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.



MINER & SHEFFORD

BRANDS OF

Rubber Footwear

Safeguarding Your Interests

Mr. Retailer—if your stock of rubbers includes the Miner and Shefford Brands you need not worry.

They adequately meet every requirement and demand of your most exacting customers.

And you are assured of a satisfactory trade and pleased patrons for the coming season.

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PRESIDENT

W. H. MINER
VICE-PRES. and GEN. MAN.

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EANS
ERIT

Miner Rubber Co.

LIMITED

HEAD OFFICE & FACTORIES
GRANBY, P.Q.

TORONTO BRANCH
93-99 SPADINA AVE.

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Of Profit and Interest

What About the Multiplicity of Styles?
—Who is Responsible?

♦ ♦ ♦

Retailers Should get Advance in Shoe
Cost—Also Regular Profit

♦ ♦ ♦

Handling Hosiery to Profitable Advan-
tage—Some Timely Suggestions

♦ ♦ ♦

Striking Decorations for Live Dealers
in Special Window Displays

♦ ♦ ♦

Best Manner to Cater to the Public De-
mand in Traveling Requisites

♦ ♦ ♦



How to Convert Transient Purchasers
Into Regular Patrons

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

A FEW INSIDE FACTS

ABOUT EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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.



**A
Woman's Shoe
with
Superior Points**



The "Cleo" shoe embodies more than that distinctiveness of style for which it is noted. In its manufacture, comfort and wearing qualities are not sacrificed to that reigning feature—STYLE—but they are built right in.

Because we realize that although it is style that attracts, it must be accompanied by these other elements in order to give the greater satisfaction and make the solid customer.

All that is required is found in a "Cleo" shoe, and this, combined with the fact that it retails at the popular prices, \$3.50 and \$4.00, is fast making it a great favorite with the women throughout the Dominion.

CLEO SHOE COMPANY

LONDON



CANADA

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1906 1909
 NON
 PERSPIRO



Many ailments of the body are caused by improper at- tention to the feet

And this is being realized more every day by men in every locality, and as many in yours as elsewhere. The principle of the "Doctor's Antiseptic" is based on this fact, and the huge success of this particular make of shoe is sufficient proof of the correctness of the principle.

Are you doing all you can to aid in the advancement of foot comfort and the preservation of health in your community? If not, it might be advisable for you to get busy on the proposition right away.

Remember, it is only live people who wear shoes.

Any good jobber can supply you.

The Tebbutt Shoe & Leather Co.

LIMITED

THREE RIVERS

::

::

::

QUEBEC

“E-N-D-U-R-A-L” WATERPROOF CALF

To-day we must not only think of the business of to-day, nor to morrow, nor even of next week, but of what it is to be, one or two years hence.

Looking at it in this light you will naturally consider the best waterproof leather is none too good to be used in your Winter Shoes.

That is why we are anxious to know that you are aware of the superior qualities of our “Endural” Waterproof Calf, and why we wish to have you try it out.

For “Endural,” tanned by our special process without sacrificing the natural appearance of the leather in the best Waterproof Calf you can embody in your shoes. And it costs less by about 4c. on every foot.

If you are not cutting “Endural” try it out now. You'll find it's good business.

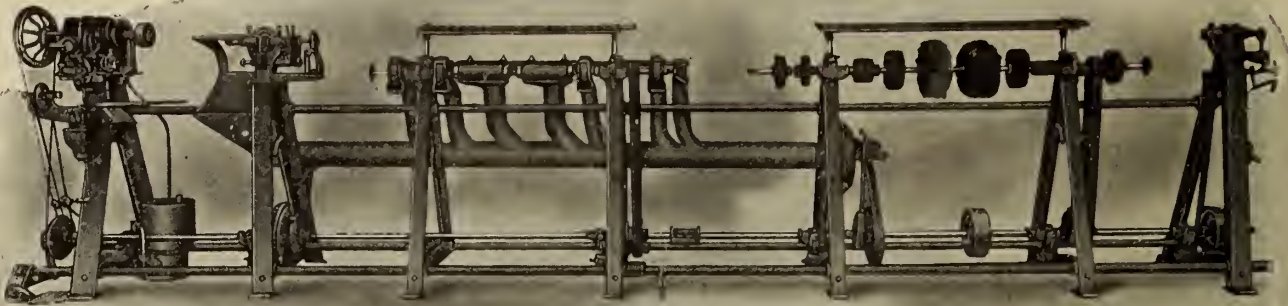
**DAVIS
LEATHER COMPANY
LIMITED**

NEWMARKET

- - -

ONTARIO

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



SPECIAL CANADIAN DAY

BOSTON, MASS., FRIDAY, JULY 12th

== With Headquarters at the ==

SIXTH NATIONAL SHOE AND LEATHER MARKET FAIR

Mechanics Building, July 10 to 17

Shoe manufacturers and tanners, shoe wholesalers and retailers, and manufacturers of shoe and leather machinery, findings and supplies, are cordially invited to visit Boston during the week of July 10-17, and join in the big International Shoe and Leather Week, to be held at that time.

Members of the Shoe and Leather trade from all parts of the United States, Canada and abroad, will be present in large numbers, and the biggest gathering of this industry ever held is already assured.

The big Shoe and Leather Fair in Mechanics Building will be headquarters for the week. Here will be shown shoes, leather, shoe and leather supplies of all kinds, lasts, patterns, machinery in motion, including all the latest things in modern American Shoemaking and leather production.

Among Special Features of the Week are:

Special Canadian Day, Friday, July 12th

Shoe Factory Superintendents' and Foremen's Day, Saturday, July 13th.

Big gathering of members of the National Shoe Retailers Association, who will have space at the Fair.

Gathering of members of the Southern Shoe Retailers Convention, who will have space at the Fair.

Convention of Delegates of the National Shoe Retailers Association.

Gathering of members of the National Tanners Association, who will have space at the Fair.

Exhibit by Pratt Institute of New York, demonstrating educational course in the tanning trade.

Boston Harbor Excursion and outings at nearby ocean beaches and seaside resorts.

JACOBSEN PUBLISHING COMPANY

Publishers of "HIDE and LEATHER"

Managers of the Shoe and Leather Market Fair

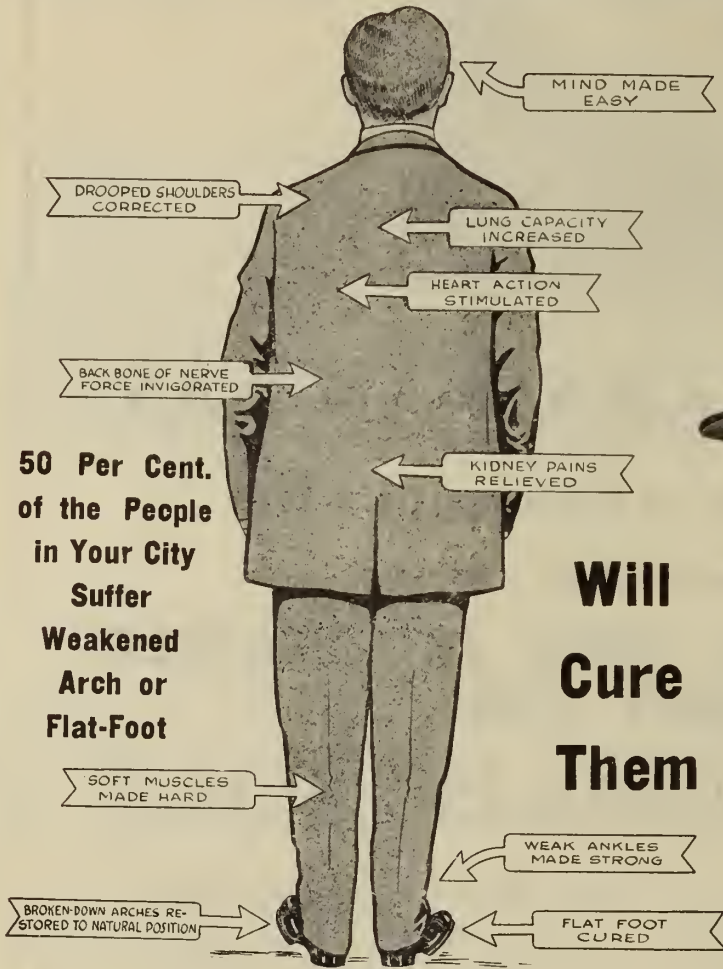
415 Arch St., Philadelphia

183 Essex St., Boston

136 W. Lake St., Chicago

2 Stone St., New York City

All These Ills are Symtoms of Weak and Broken-Down Instep Arch



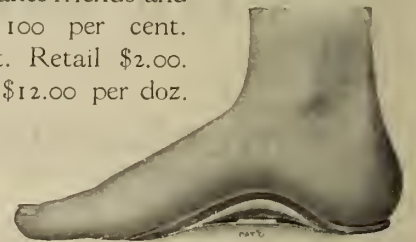
50 Per Cent. of the People in Your City Suffer Weakened Arch or Flat-Foot

Will Cure Them

DR. SCHOLL'S "FOOT EAZER"



Consists of two finely tempered German silver spring plates, self adjusting, leather-covered, light, gives just the right amount of natural spring pressure for utmost comfort. Prevents flat-foot, makes friends and pays you 100 per cent. clear profit. Retail \$2.00. Wholesale \$12.00 per doz. pairs.



Dr. Scholl's "Tri-Spring" Arch Support



This scientific appliance, with its constant, firm, upward springy pressure corrects the most severe cases of broken-down arch. The slight, springy movement gives the muscles and ligaments their natural flexibility. Especially recommended for heavy weight persons. Retail price, \$3.50 per pair. Wholesale, \$18 per dozen. Single, \$1.75 per pair.

DR. SCHOLL'S BUNION APPLIANCES

Scholl's Bunion Reducer



fits snugly, fills the hollows, gives complete comfort. Made of pure gum rubber, reduces the tissue, prevents further growth.

Retail, 50c. each. Wholesale, \$7.50 per doz. pairs.

You Can Sell These Scientific Appliances



To One-Half of all Your Customers

Made of antiseptic rubber, straightens the great toe. Can be removed and cleansed with water. Retail price, 50c. each. Wholesale \$4.00 per doz. Same with one cylinder for crooked toes. Wholesale, \$2.50 per doz. Single, 25c. each.



Send for complete catalogue of Scholl's 35 Foot Appliances—One for every Foot Ill or Deformlty

The Scholl Manufacturing Company

The Largest Manufacturers of Foot Specialties in the World

472 King St. W., Toronto

5 Manchester Ave., E. C., London

“KINGSBURY”
BRAND



“AMERICA'S BEAUTY”
BRAND

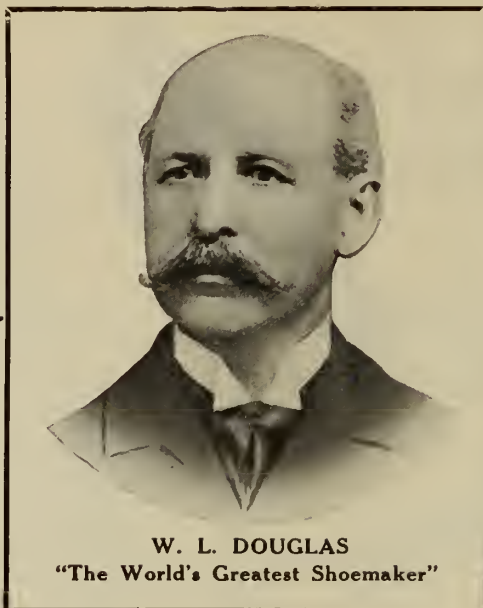


Our Low Cut Shoes—

PUMPS, COLONIALS, OXFORDS

are the acme of good
Shoemaking and are
profitable sellers.

KINGSBURY FOOTWEAR CO., Limited
SPECIALISTS IN LADIES' FOOTWEAR
MONTREAL



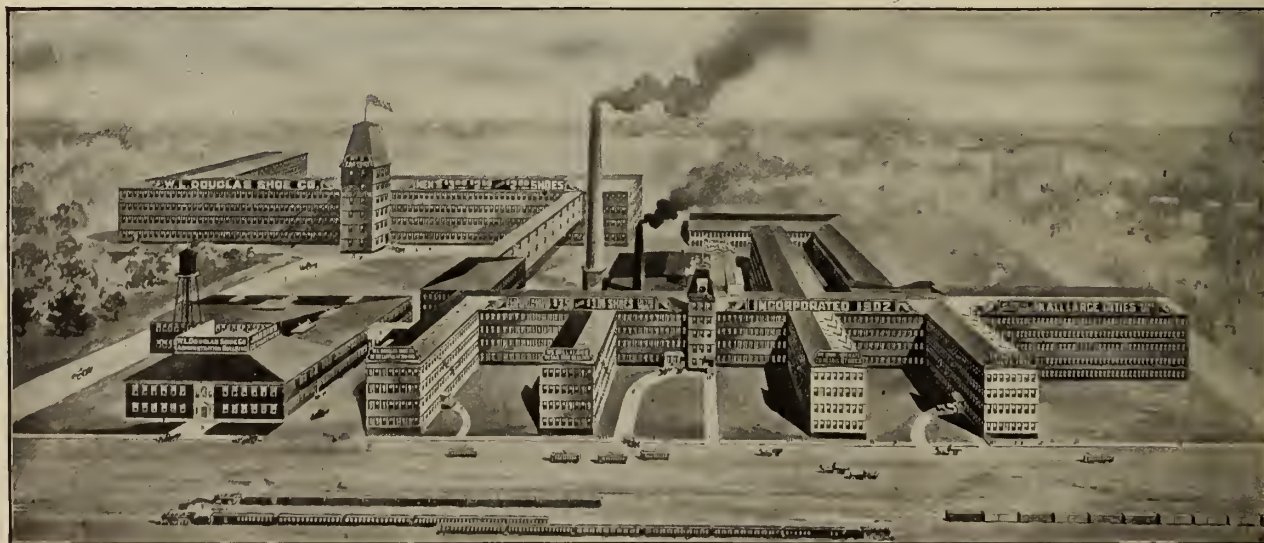
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U.S.A. CAPACITY, 17,600 PAIRS A DAY.

Real Summer Weather Expected

Yes, they say we can expect some real summer weather right away. This will mean a boom in OUTING SHOES and you may be sure I have made my preparations accordingly.

I have on hand a big stock of all lines ready for immediate shipment for I realize what such an emergency means to my friends in the trade. You will want goods and you will want 'em quick.

Now I would suggest that you go over your stock right now and see if there are any lines in which you are low. Then let me know if there is any thing you want and I will get it away in double quick order.

You know we must work together to get the best out of this business.

JAMES ROBINSON
182-186 McGill Street
MONTREAL - QUEBEC



We Tan Our Own Leather -- A Fact Worth Considering To-Day-

When good leather is so scarce, and deliveries are slow.

It means that we can supervise every detail of manufacture from the hide to the finished shoe.

It also means that we can hasten shoe deliveries when necessary.

It enables us to guarantee especially strongly our "Paris" and "Rock Bottom" brands for men, women, boys, youths, misses and children.

If you are not handling these brands you owe it to your business to let us show you why you should do so.

May we?

Daoust, Lalonde & Company

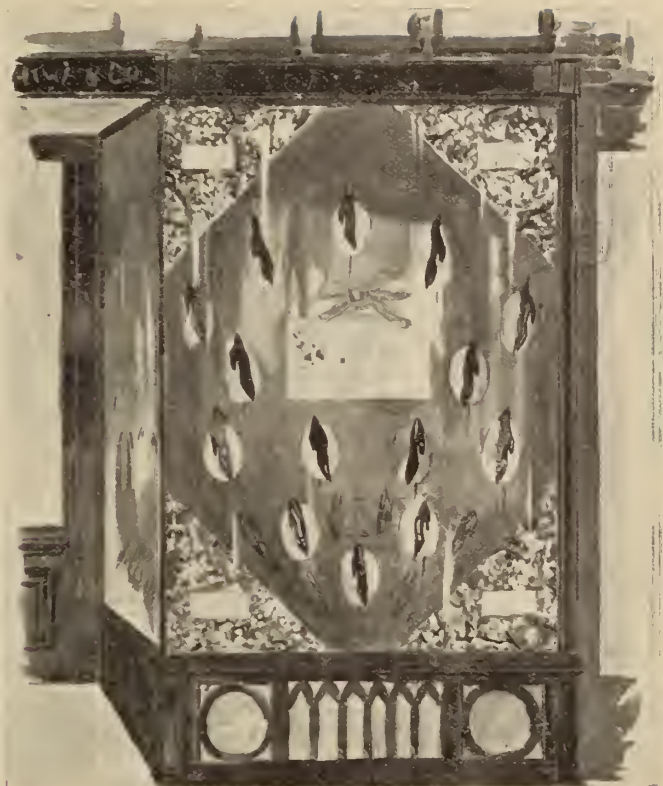
Shoe and Leather Manufacturers
MONTREAL, P.Q.

P.S.—A full line of Moccasins, Long Boots, Felts, etc., carried.

Our Retail Salesmanship Service Is Complete □ □

We have supplemented our logical series of gripping newspaper ads. by window displays, show cards and poster advertising.

This combined advertising appeal is so strong that it cannot fail to boost your sales.



It Is Free To Every McCreedy Dealer

Take advantage of this offer. There is no string to it, if you are a McCreedy man.

The more shoes you sell your customers, the more WE will sell YOU. That's all there is to it.

And we make these shoes so well that selling them is no trick at all. Repeat business is easy.



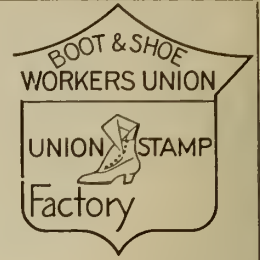
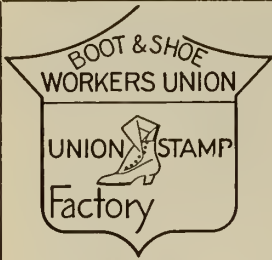
AMES-HOLDEN,
McCREEDY, Limited

MONTREAL—ST. JOHN

TORONTO—WINNIPEG

CALGARY—EDMONTON

VANCOUVER



Mr. Shoe Manufacturer

Industrial peace and uninterrupted production are promoted by shoe manufacturers operating under a Union Stamp Arbitration Contract.

The Union Stamp is a selling factor, the influence of which is equivalent to the work of one or more road salesmen, according to the amount of territory covered by the manufacturer. Wages are fixed upon a competitive basis; the volume of output is largely increased in every Union Stamp factory, thereby reducing manufacturing fixed charges and giving employees more weeks' work in the year.

The Union Stamp is the emblem of peace, which means more business even in dull times.

Manufacturers desiring further information should correspond with the undersigned.

Boot and Shoe Workers' Union

246 SUMMER ST., BOSTON, MASS., U.S.A.

JOHN F. TOBIN, President
CHAS. L. BAINE, Sec.-Treasurer



MURRAY SHOES

“— the better value—”

A sale is never completed until the article purchased has answered fully the purpose for which it is required and has given the buyer the greatest measure of satisfaction.

In selling a pair of shoes your profit does not merely consist of that which you get in dollars and cents on that particular transaction. The quality of the custom you may or may not attach to your business must be considered.

For you must remember that permanent custom is an asset to any business and is mostly sold as “good-will” for much more than the stock on hand.

Be Sure.—That is the safest way. Let every man who enters your store, leave with that which will show the best value for the money he has left with you and which will make him a permanent customer.

In short—see that he leaves with a pair of “Murray Shoes” tucked under his arm.



The
MURRAY SHOE
COMPANY
LIMITED

London
Ontario



EVERY pair of shoes you see now
will have a bearing on your Fall
Trade. Insure against dissatisfied
customers by making it "Beresford"
whenever you can.

MINISTER-MYLES

LIMITED

Cor. Pearl & Simcoe Sts.

SHOE CO.

TORONTO, CAN.

**Only carefully selected
leather goes into our Welts**

- ¶ Even grain, fine texture, good weight, perfect pliability, without flaws.
- ¶ It's hard to get these days—and mighty expensive—but it's the only kind we have any use for.
- ¶ Because we want every pair of Linton's Welts you buy to cement solidly our business relationship.
- ¶ Ask us more about them.

Jas. Linton & Company

Factory and Head Office
MONTREAL

Branch
WINNIPEG

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

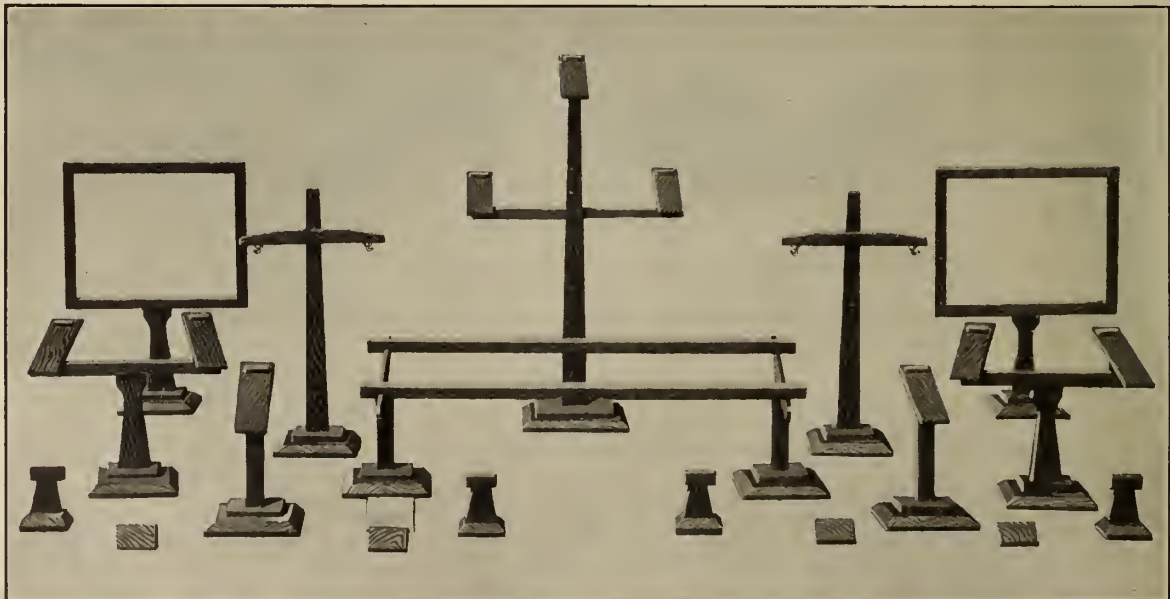
225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

PACKARD'S BIG OFFER

\$6.50 Per Set



\$6.50 Per Set

Holds Twenty-Five Shoes
Each Shoe Given
an Individuality

**A Complete Window
Display Outfit for \$6.50**

Made in Mission Finish in Up-to-Date Style

Neat, Strong and Practical
Make Your Window
Your Best Salesman

L. H. PACKARD & COMPANY, Limited, Montreal, P.Q.

A COMPLETE WINDOW OUTFIT

\$
15
ORDER
10-DAY



\$
15
"THE
BETTER
WAY"

23 GUARANTEED FIXTURES FOR \$15.

READ THE DESCRIPTION

Handsome, substantial, properly proportioned **CLUSTER STAND**, 37 inches, high 38 inches wide. Cross arms may be used above or below. Ten individual stands (different heights.) Twelve two-position heel rests. Twenty-three fixtures in all. Will display 29 single shoes or 58 shoes in pairs. Right for any store; priced for every store.

Made from selected, genuine Oak, finished Natural, Golden, Weathered, Bog (green) and Dark Green Mission with Silver Filled Grain. Also Birch finished Natural or Mahogany. Shoe Rests of Oxidized Metal, adjusted by solid brass bolt and knurled thumb nut. Superior workmanship throughout. Nothing better made on the market.

WE WILL SHIP ON APPROVAL. IF NOT SATISFACTORY RETURN AT OUR EXPENSE.

THE TAYLOR MFG. COMPANY

82 QUEEN ST. NORTH
HAMILTON - CAN.

TO WESTERN MANUFACTURERS



Mr. Paul Roy will call on you soon. He will show you our latest samples.

BORNE Glazed Kid stands the severest tests. It has a beautiful grain, is silky, pliable, and perfect in color. No imported Kid surpasses—few equal it. Light, medium and heavy weights.

IT WILL PLEASE YOU AND YOUR TRADE

LUCIEN BORNE

Quebec

PAUL ROY, MONTREAL, WESTERN AGENT

This Is Our Growing Time

¶ Our factory is a veritable hive of industry these days. Sorting orders are responsible—repeats received because Goodsense shoes have “caught on” with the wearers, therefore with the retailer.

¶ Every Goodsense dealer is an optimist—a Goodsense booster.

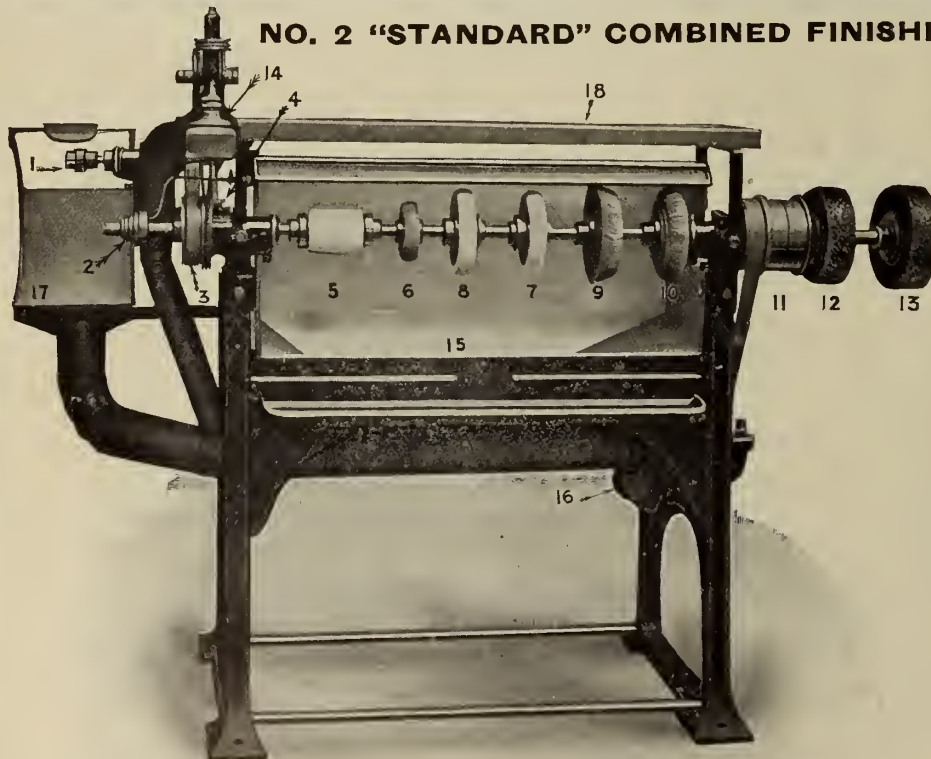
¶ Are you a Goodsense dealer?

“To cure the blues
Sell Goodsense shoes.”

Kirvan - Doig, Ltd.

Makers of GOODSENSE Shoe
Montreal

NO. 2 “STANDARD” COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

FISK PATENT LEATHER IS RELIABLE

It eliminates factory troubles, as it will not check or crack. It cuts economically, works easily, is distinctive in appearance and makes shoes of refined quality.

In short, it is a perfect leather.

FISK LIMITED

6 St. Helen St.,

Montreal

Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE." Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.
- "ALBO." Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a *zinc-tin* box with sponge (see cut) Retails 10c. Each cake in a handsome *aluminum* box with sponge. Retails 25c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, brüles, etc. Retails 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retails for 10c. and 25c.

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



Appreciated by
the Public

For its satisfaction
giving and pre-
servation qualities
and by

The Merchant
for its great profit-
making feature.



GET THE LARGE TIN
FROM ANY WHOLESALER



“NUGGET”
POLISH CO., Ltd.
Toronto .∴ Canada

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by G. Parsons & Son, Limited, Toronto

HERE IS A WINNER!

A SPLENDID SELLER
BOYS, YOUTHS, GENTS

Wet Proof Sole
Metallic Chrome Sole
Oak Sole

Solid Leather Counters and Box
Toes Guaranteed



No. 4085—In Tan Calf, Gun Metal,
Velours, Box Calf and Patent

STAR SHOE, Limited
MONTREAL



Getting Full Value for Your Money

You believe in that because it is good business. Then, again, it is also the belief of every customer you have and to enable you to give to your customers the best value for their money you must get the best for yours.

You cannot do better than let "Surpass Shoes" play an important part in your business for the benefits derived from their distribution are mutual. Because it's a case of value all around. Your interests and your customers' interests as well as our own are continually kept in view during the process of manufacture in our establishment.

THE LOUIS GAUTHIER COMPANY, LIMITED
Quebec City - - - Quebec

“The Line That Makes Good”

¶ The assertions and maxims of shoe manufacturers are of little account with you unless the house from which you buy your shoes “makes good.”

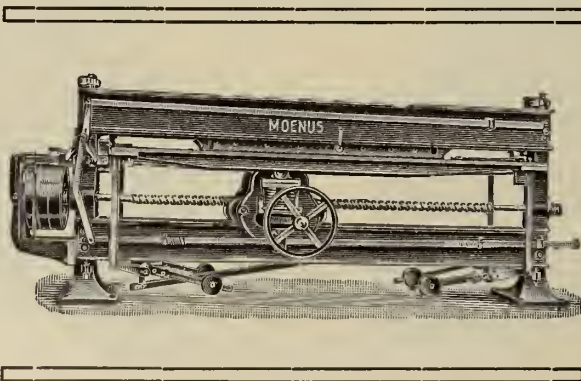
¶ That’s why we want you to buy McDermott Shoes for women. It’s the line that makes good.

¶ Our salesman will show you.

THE McDERMOTT SHOE COMPANY
Women’s Shoe Specialists
MONTREAL

MOENUS MACHINE COMPANY

FRANKFURT-ON-MAIN, GERMANY



“Altera” Embossing and Ironing Machine

Most beautiful deep Embossing
 Any grain or design can be done to
 highest perfection.

Complete Album of grains sent free
 on application.

Machinery for Tanners, Curriers, Belting, Boot
 and Shoe Manufacturers.



The Williams factory turns out nothing but work shoes. That's one reason why

**WILLIAMS
FLAME-PROOF
MOLDER'S
SHOE**

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

Write to-day and get our price list.

**THE CLARK SHOE COMPANY
BRANTFORD, ONT.**

CANADIAN SELLING AGENTS

**ARTHUR A. WILLIAMS SHOE COMPANY
HOLLISTON, MASS.**



**BETTER COUNTERS
GREATER SALES**

Your sales depend on the wearing qualities of your shoes; the wearing qualities of your shoes depend to a large extent on the strength of the counters you use. Guay Solid Leather Counters are the strongest made, therefore use Guay Counters and increase your sales. Simple, isn't it? Just as simple to prove, and mighty cheap too. They only cost 3½ and 4 cents per pair. Try them.

□ □ □

EUGENE GUAY

230 Marguerite St. - MONTREAL

For Superior Excellence, Paris 1900



Leather Dressing

Manufacturers will find our DIAMOND and BOULEVARD Dressings for leather and harness perfect.

Do not contain any harmful ingredients. Finish they give is beautiful and leather will not crack or peel when treated.

In Tins and Barrels. Free Sample



**American Dressing
& Sundry Company**

Manufacturers of Leather Dressing and Blacking
232 St. Charles Borromeo Street, Montreal



“HEADLIGHT”

“ASTORIA”

“LIBERTY”

It is really much easier to sell something you have that is worth selling than to try to make people believe that which you have is worth buying.

Astoria and Liberty Shoes are worth selling.

There is a reason. Let us show you.

THE
COOK-FITZGERALD COMPANY
 LIMITED
 LONDON = - CANADA

SHOE & LEATHER JOURNAL

— Published Twice a Month. —

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TORONTO, JUNE 15th, 1912

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Are There Too Many Shoe Styles in Vogue To-day?

Who Is Responsible For This Condition?—The Retailer Blames the Manufacturer and Vice Versa—Both Sides Financially "Out" at Present—Concerted Action Necessary

Quite frequently the circulation representatives of the SHOE AND LEATHER JOURNAL are questioned by shoe retailers as to why the manufacturers do not get together and try to arrange some working scheme whereby the present multiplicity of shoe styles may be greatly lessened. They claim that at present there are by far too many shoe styles in the field and that this represents a waste of effort and money on both the part of the retailer, the manufacturer and the jobber.

Who Is To Blame?

That their contention is correct is undoubted, but there are widely differing opinions as to who is to blame for the present state of affairs. The manufacturer says that the retailer must shoulder a large proportion of the responsibility. Diligent inquiry among different manufacturers shows that 75 per cent. of them claim the trouble is due to the fact the retailer is always on the qui vive for something new in footwear. One manufacturer put it this way; "Here is an example of what I mean when I say that the retailer is largely to blame for the great number of shoe styles on the market today. The other day a retailer who gives us big orders each season came into the sample room looking for ideas. I suggested that he stock one last which he had previously refused to try but which we had found by experience to be an excellent seller, and one also which the retailer found no difficulty in disposing of, once it was on his shelves. It was a good sensible last, one of the kind that makes friends wherever it is sold and one that outwears the usual eccentricity of popular demand. He replied, 'No, I don't want that last because it came in last year, and it is going out very shortly. I want something new, the newest thing you have, something that I can put in my window to attract the crowd. If I don't do this, people will think I am a back number. As a matter of fact I have to do it to meet my competitors' action along the same lines.' I could not persuade him that this good selling last would be a winner for him. Instead he picked some freak style that I had no confidence in, and I told him so, but he was bound to have his way. This is only one instance of many I could give you. It is all right to look for something new, but the retailer forgets that it is much better to be safe in ordering his stock than to take a big chance of placing a white elephant on his shelves, on the possible chance of picking a winning last and in order to get the reputation of being ultra-modern."

Another manufacturer put the situation this way, "I do not

contend that the retailer is altogether to blame, but I do say that he must bear a large share of the responsibility for the present state of affairs. Here is another side of the question and a good reason for the manufacturers getting together and doing everything possible to discourage the present erratic state of affairs. When a manufacturer decides to take up a new last he takes a big chance; in fact he quite often takes as big a chance as the man who tries to "break the bank at Monte Carlo." By the time he has paid for patterns, samples and as many pairs of the last in question as he thinks will be required, he oftentimes runs up a bill of a couple of thousand dollars. When you figure that this expenditure is on one last alone and that there may be many others requiring almost as great an expenditure, it will be easily seen that the financial problem involved gets a long way past a joke, to say the least of it.

Moreover, if this style does not take, all the lasts purchased are useless at the end of the season, and have to be scrapped; which means just that much money thrown away with practically no return. It stands to reason, therefore, that it is hardly fair to accuse the manufacturers of being the chief sinners in this matter. To be strictly accurate, I am inclined to blame the traveler quite as much as the retailer. A traveler and a retailer will get their heads together and evolve something that they consider will take well with that man's particular trade, and this is sprung on the manufacturer the next time the traveler gets back to the factory. Not that I condemn this, but it shows just how hard it is to keep the number of styles down to anything like normal."

Says Manufacturer is at fault

Another manufacturer was frank enough to blame the manufacturers almost altogether. He says that it is in the very nature of the strenuous business competition of to-day that each manufacturer should be trying continually to evolve some new design just a little bit more exclusive or more out of the way than his competitor can shew in order that he may constantly increase his business. Thus there is a kind of arithmetical progression of styles, each one a little bit different from the other either in comfort, appearance, workmanship, or a combination of these qualities. This manufacturer could not see that the retailers were much to blame. When asked if he did not think it was about time for all manufacturers to get together and try to limit the styles in the way they have done across the border, he stated that he did not

believe such action would come for a long time owing to the lack of fraternal spirit among shoe manufacturers in general. They seem to be very much disinclined to get together and pursue any policy that makes for the common good; which may be due either to local jealousies or indifference. Until such time as some concerted action takes place among Canadian shoe manufacturers, it is rather difficult to see how the present condition of affairs is going to be remedied. The initiative must naturally come from the manufacturers, and when it does come, as it undoubtedly will sooner or later, the retailer can help the good work along by acquiescing in the common judgment of the manufacturers as to what styles shall or shall not be sold. The present state of affairs hurts the retailer as well as the manufacturer, because too much of the retailer's capital is tied up in unproductive lasts—"freak" styles that cannot by any possible chance become favorites with the general public, who, after all, pay more attention to genuine foot comfort than they are commonly given credit for.

Both Sides Responsible

THE SHOE AND LEATHER JOURNAL believes that both parties to this argument are to blame, for the reasons quoted above; which are an accurate representation of the general feeling of the trade on this question. It will not help the solution of the problem at all for either side to throw the blame on the other. The condition is here and it must be met intelligently and, possibly, by a little self-sacrifice in many individual quarters in order that the trade as a whole may be benefited. The traveling salesman can also do his part by discouraging the demand for "freak" lasts on the part of the retailer, which in many cases with an eye to commissions on future business, he has been very loth to do. The constantly increasing sentiment in favor of style limitation and the conviction that such limitation is bound to be financially beneficial to all parties concerned, is bound to be the cause of some attempt at concerted action before many more seasons go by.

A List of Names Valuable

If the shoe retailer in the many towns displayed half the energy which the mail order houses display in gathering together names, he would possess a most valuable store asset. Particularly in any advertising campaign is a good list of names of customers useful. A list of this kind may be secured in different ways. One dealer in Nova Scotia adopted this scheme. He issued several thousand calendars, with his name and some advertising on them. While the calendars were not expensive, they were attractive and convenient. In his newspaper ads, he invited everyone to call at his store to get a calendar free. When anyone asked for a calendar their name and address was given. These were taken down and preserved for future use by means of a card index. Children asking for calendars were required to give the name and address of their parents. Another footwear merchant makes it a point to keep track of all new families moving into his trade district. This should be a particularly profitable plan for the suburban foot-fitter. A polite note addressed to a new comer welcoming him to the community and calling attention to the fact that the dealer is in position to provide all the members of his family with good comfortable shoes at a right price is good business enterprise.

Retailer's View on Carrying Novelties

"No, I have never made any money out of specialties or novelties," remarked a Toronto retail shoeman this week. "I always buy a few pair of the latest productions that appear. Why yesterday I sold two pairs of romaine silk button boots which cost me \$3.75 a pair for \$1.00. You may think this is a decided drop, but I made considerable profit on nine pairs of the dozen that I secured. On the whole, matters will average evenly. The losses counterbalance the gain. You ask me why I handle such lines when I have to sacrifice—as I always do at the tag end. I will

tell you the reason, and that is, novelties give me a reputation of being up-to-date, and if there is anything new in footwear, I have it. This is an advertisement for me, and draws people to my store who frequently buy other lines on which I make a good profit. If I did not carry these specialties,— at least a few of them—many of the better class customers would not come to my establishment. I desire to get the people in this section of the city to visit my store whenever they require anything in the line of shoes. I never hold a special sale, occasionally I reduce certain lines, and clear different odds and ends, but a general reduction or sweeping sale would, I believe, be detrimental to my prestige as a retailer. When I have some junk that I cannot dispose of at any price, I call in a gentleman of foreign extraction who is only too pleased to carry away anything, provided he can obtain it at a ridiculously low figure.

Odd Prices Only at Special Sales

"No, I do not believe in odd prices, except at a sale time," remarked a Hamilton shoe man the other afternoon. "The reason is that when you sell shoes at \$3.15, \$3.60, \$4.35 or \$4.65 most people want the odd figures thrown off. Tradition has for years established that shoes have been sold at the dollar or half dollar quotation excepting the cheaper lines, and to change what custom has decreed is a task greater than I care to undertake. I know that much can be said in favor of odd prices, but to explain to customers the reason you have instituted them and why it is necessary to alter an old established regulation is more than I care to undertake. In lower priced lines I have advanced my retail figures to meet the corresponding demand from the wholesale house, owing to the augmented cost of both upper and sole stock. Now, in connection with \$4 or \$5 boots, when the price goes up 10c. that does not make any material difference, as the profit on the better grades is generally sufficient to stand a slight raise without interfering with general quotations to the public. You ask me about buying a shoe for \$3.15 and selling it for \$4.50, and inquire if that shoe goes up 15c. could I still afford to take \$4.50 for the product. I answer, No. I would cut out that line and have a little better shoe made with better stock perhaps and charge \$5 for it. It is better to improve the quality when you strengthen the price than to strengthen the price without any improvement in the make or material used."

A Reverse Side of the Picture

"It is amusing to hear certain retailers complain of jobbers doing underhand work and selling direct to the trade," remarked a Winnipeg wholesaler a few days ago. "I think if there is any charge of inconsistency it is on the other side," he added. "Would you believe it, but I had a man come into my office last winter and ask me for a special favor. He said that his wife was particularly desirous of buying a fur coat and a mink muff. He was a good customer of our house and told me he would like 'an order' on a wholesale fur house in the city in order that the garments might be obtained. Well, finally, I wrote out an order and he and his wife presented it. It was honored and the goods desired were secured at the wholesale figure. He told one of my travelers later that his wife had saved about forty dollars on her purchase of furs. Well, it was not very long after that he came into the sample room one day and saw a lady whom he knew by sight, securing a pair of satin pumps. Now that woman was a niece of a customer of ours in Melita and had a written request that I should give her what she required in the shoe line. Well, sir, he sailed into me a few days later telling me that he was going to cut his accounts and accusing me of taking the bread and butter out of his mouth. Then I got hot and reminded him of what a favor he had asked me and yet here he was denouncing the house for selling a relative of one of our retailers on a written request. I told him that consistency was a jewel he had better get acquainted with; that his memory was decidedly short in some matters and mighty active in others. When I got through with him he departed a sadder and, I trust, a wiser man. He has never been in the warehouse since."

How Western House Develops Mail Order Trade

Artistically Illustrated Catalogue With Explicit Instructions Brings Business—One of the Finest Shoe Establishments of Canada and How it is Managed—Ten Free Shines for Each Customer is a Big Feature



The handsome retail establishment of the Moyer Shoe Limited, which is located at 385-387 Portage Avenue, Winnipeg, is one of the show places in the footwear line in Western Canada. This firm has rapidly come to the forefront, and now occupies a commanding place among Canadian retail houses.

The history of Mr. Moyer since embarking in the business in the Prairie Capital some eight years ago, has been a successful one. He started in a small way on a side street, then moved to Portage Avenue in the place known as 387 on that street; later he took in the store next door known as 385, tearing out the partition, and making a large, impressive and inviting establishment. Mr. Moyer formerly came from Warsaw, N.Y., where he was connected with the shoe line, and within the period of a few years he has become the head of an enterprising and aggressive company which not only does a big business in Winnipeg, but has developed a large connection by mail. Recently, the Moyer Shoe Limited, issued a splendidly illustrated catalogue, neatly printed on heavy coated stock, setting forth the facilities of their store and explaining how easy it is to shop by mail.

How Store is Laid Out

The commodious premises of the company are 85 feet deep by 40 in width. On one side of the store men's and boys' shoes are carried, and on the other side, women's footwear. At the rear is a well equipped children's department. The office is located in the centre of the store at the back, leaving twelve feet space on either side. The fittings are mahogany throughout. The glass cases, of which there are five small ones and two large ones in the ladies' department, are built of mahogany and brilliantly lighted with electric bulbs. The company has also five small cases and one large one in the men's department. The store cartons are uniform throughout and present a pleasing appearance, carrying a small white label

with the company's stock number and the words "The Moyer Shoe." The word "Moyer" appears on a shield back ground of artistic design.

The house carries a complete ladies' and gentlemen's hosiery department and also a mail order department. In the basement is the repair branch where three shoemakers are kept busy; nearby is the advertising department which is admirably fitted up. Here are made all the show cards and price tickets of the firm as well as window fixtures of different styles. Mr. Moyer says that they have an air brush and all conveniences for producing their own price tickets, and find, in the course of a year that a considerable saving is effected.

Advice on How to Order

"Yes, our mail order department is a new venture," he remarked "and has proved more than satisfactory up to the present time. We receive a large number of orders each day and they are on the increase. Our catalogue, as you see, displays each shoe giving a brief description of it together with the price. Every pair of goods that we sell carries the Moyer shoe stamp. We guarantee their value by stamping our name and trademark on the bottom."

Here are some general orders to guide purchases, as set forth in the catalogue of the company, which carries shoes ranging in price from \$2.50 to \$9.00.

First—Trace the shape of foot by placing the foot on paper and draw outline. Follow curvatures of foot. Hold pencil upright when drawing. Do not press foot down hard on paper.

Second—Use tape measure. Measure the foot from toe to heel. Measure ankle at a point on leg $5\frac{1}{4}$ inches above floor. If foot is deformed in any way give information. Be particular to measure foot with stocking on, and state just where your trouble is in getting fitted. Always give the size and width usually worn.

Explanation of widths:—A—extra narrow; B—Narrow; C—medium narrow; D—medium; E—wide; E E—extra wide.

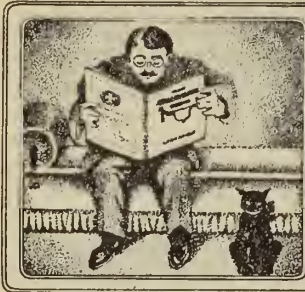
The Moyer Shoe Ltd. strongly believe in window displays. Their two windows are each 14 feet in length and $6\frac{1}{2}$ feet high.



THE IMPOSING FRONT OF THE MOYER SHOE STORE IN WINNIPEG.

They are plenty large enough to present all goods to advantage. "I might say" added Mr. Moyer, "another feature of our store is that with every pair of shoes, we present the customer with a shine

ticket good for ten shines. We keep two shoe shiners busy from morning till night. We believe that this plan draws trade and we are well satisfied with the results."



Use of Illustrations on Show Cards

Good Examples Convey Definite Information Regarding the Goods Shown — Selection of Appropriate Pictures Is Necessary—They May Be Clipped from the Newspapers, Magazines and Trade Papers—Sometimes use Same Illustrations in Advertisement and Window Cards

By R. T. D. EDWARDS, The Robert Simpson Co., Toronto.

(Copyright by Acton Publishing Company, Limited).

On their merits as business bringing mediums, show cards have risen to a high place in modern merchandising, and are extensively used by all merchants, large and small, who have progressive ideas. Many instances are noted, however, where these cards might be made much more effective by the use of illustrations. In this lesson the use of illustrations on show cards is to be dealt with.

An illustrated card is like an illustrated advertisement. If the cut and copy are of the right character it will convey definite information about the goods shown. Suitable pictures and good copy may be made to tell the whole story. For instance, with a display of high-class ready-to-wear clothing a card with a cut of a smartly dressed man and a wording similar to the following would be effective: "Clothing of which correct style, perfect fit and superior quality are the features." With the use of illustrations the ingenious card-writer has ample scope to apply his ideas.

The Choice of Illustrations

The practice of using cuts on show cards is by no means a new idea; in fact, it is about as old as the use of lettering itself. Formerly however, a picture was used mostly as an eye-catcher and did not illustrate the goods it was intended to advertise. In this capacity it was of some value, but there is a much better way. An illustration

to be really effective must bear upon the goods and connect the observer's mind immediately with the merchandise itself.

A careful study of illustrations is necessary. Be sure that a cut is suitable before you use it. We often see show cards on which illustrations are used that are entirely unsuited or unnecessary, and if the card-writers were asked why they chose such illustrations they would have no reasons to offer. For instance, on a card for a shoe window a cut of a pair of shoes is worth practically nothing, but an attractive illustration that reveals a pair of shoes in use would be worth while. The women's shoe card in Fig. 1 illustrates this point.

The same principle applies to other lines, as shown in Fig. 2. The hat on a man's head is much better than the hat by itself. It suggests not only the wearing of a hat, but that those in the window will look just as well on the observer as that in the illustration. That's certainly investing cards with decided selling force.

Procuring Suitable Illustrations

The writer has often been asked how suitable illustrations for show cards may be procured. Watch the newspapers, magazines and trade papers and clip all pictures that you feel would be useful for this purpose. Don't wait until you need a certain illustration



Fig. 1.



Fig. 4.



Fig. 2.

before starting to hunt for it. Always have a collection on hand from which you can select.

In the large stores good illustrations are often obtained from the ad. man. Every cut used in the daily papers is accompanied by a proof on good paper which is more suitable for card work than a print on newspaper stock. These illustrations are particularly good as goods advertised are often displayed, and the use of the same illustration in newspaper ad. and on the show card increases its value immensely.

It is advisable, of course, to have your illustration appear as a drawing, and to accomplish this your artistic ability will be called into practice in touching up the edges, etc.

Lay out the card before mounting your illustration.

Do not attempt to use illustrations on all cards you make. They are to be used sparingly and in good taste. Keep them away

has no trouble selling men's shoes at \$6 and \$7. It is an everyday affair, whereas if the man in the village had the same shoe, and asked \$6 or \$7 he would be looked upon as extortionate, and would not dispose of two pairs in twelve months. The reason is people are better dressed in the city both in body and foot, and are better educated regarding the price of footwear.

Now, after the location was settled upon, the next question would be, How much stock of each kind shall I put in? I have tabulated a stock which, in my opinion, would be the most suitable on a stock of \$1,000, viz:—

Men's work shoes	\$125.00
Men's fine shoes	200.00
Men's felt shoes	45.00
Men's slippers	10.00
Boys' work or school shoes	50.00
Boys' fine shoes	40.00
Youths' shoes	35.00
Women's work shoes	60.00
Women's fine shoes	120.00
Women's pumps and oxfords	40.00
Women's slippers	15.00
Misses' shoes	35.00
Child's shoes	25.00
Men's heavy rubbers	75.00
Men's plain overshoes	30.00
Boys' heavy rubbers	35.00
Boys' plain overshoes	15.00
Women's felt shoes	35.00
Youths' rubbers	10.00

\$1,000.00

There would be a discount of \$20.00 on this money, which could go for shop fixtures and shoe dressing.

By MILTON CUMMING, Preston, Ont.

If I were starting in the shoe business with a capital of either \$1,000 or \$2,500, I would first of all enquire of the shoe travelers if they knew of any place where a shoe store was needed. They are the men who certainly should know, as they generally strike the same place two or three times a year. Then I would pick out a store with an attractive front, and right in the business part, even if the rent was double what I could get a shop in an out-of-the-way corner, for as everybody knows, that rent is certainly not the chief factor in business.

The next thing to do would be to secure the agency for well-known lines of shoes, as it is hard enough to induce the public to try a new range of shoes when you are well under way.

To start I would only buy lines that are commonly called staples, until I found out what the people wanted. Some places have a good farm trade, others have only the working men to depend on, and in some centres, where there are a lot of young people, a nice, stylish trade can be worked up. This is the class of shoes that gives the retailer the biggest profit.

A large number of retailers make a mistake by wasting time and money pushing certain shoes that the people do not want. For instance: A country store should push heavy lines, and the city store should push fine shoes.

The first year the business should be run on a very small profit, just enough to pay expenses, and a salary of about ten per cent. should do this.

As to advertising, I believe it pays, and a store just starting should take a space in the newspaper as large, or a little larger, than its competitor. I would also get out circulars announcing my opening, and giving a few special inducements that would be sure to make the people talk about my store. There is no quicker way to get before the public than to do something different than what others have been accustomed to doing.

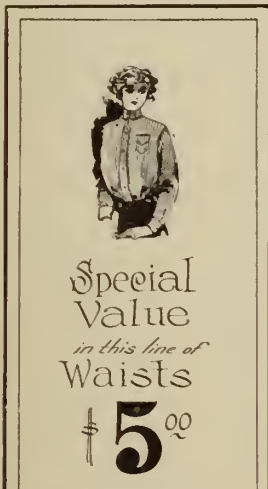


Fig. 3.

from sale cards, unless you have an exact illustration of the good displayed. For example, see waist card in Fig. 3.

The raincoat card in Fig. 4 would give a man a fair conception of how a coat would appear when worn, and would also suggest its usefulness.

Soennecken pen lettering is used on most illustrated cards, as heavy type would conflict with the illustrations.

Starting a Shoe Business With \$1,000

By R. J. DRYSDALE, Hensall, Ont.

In going into a shoe business on a cash capital of \$1,000 there are several points to be considered, and one of the most important would be a proper location. I would advise a man with only \$1,000 to locate in a village with no more than 800 or 900 inhabitants. Probably a store in a village of 900, with \$1,000 stock could be justly called a shoe store, whereas if he located in the city with the same stock it could scarcely be recognized as such. Another advantage he would have in a village, with a stock of that size, is that he could carry a much more staple line of shoes, and could naturally lay in a larger stock for his money, as more expensive lines are kept in the city stores. I am aware that the city man

A Retailer's Grievance Brought to the Front

Why Should Manufacturer or Jobber Give Benefit of Snaps to Firms Competing Directly With Regular Retailer?—Some Specific Instances—The Jobber's Defence—Problem Demands Careful Thought.

There are a great many retailers who are making strenuous objections to the practice quite common both among jobbers and manufacturers alike of disposing of various lots of footwear, whether samples or an over-accumulation of stock, to parties or firms who sell them to a direct disadvantage of the retailer. And it cannot be denied that there seems to be good ground for such complaints.

An Outstanding Case

Not long since, a retailer in the eastern part of Canada who had been carrying the business of a large convent, selling them all the leather footwear (which was of special variety) as well as all the rubbers used by the inmates of the convent, found out on going for his season's order that the jobber from whom he had always bought these supplies, had underbid him just enough to get the business. He had split the difference between the wholesale price and the retail price and naturally the convent authorities turned the business over to the jobber. The latter knew that he was practically cutting the retailer's throat to get this business which he, by constant attention to details and by looking after repair work and many other little details throughout the year, richly deserved.

In this case it is very difficult to see what the jobber had to gain by competing against the retailer in this way. He lost that retailer's account, which amounted to a great deal more than the convent's business during the year, as the retailer in question has two flourishing city stores. He also lost the retailer's good will, which was just as serious a matter as the financial end of the problem; and he lost prestige among the retail trade of that city, many of whom decided to place him under the ban whenever they could get the merchandise required elsewhere.

Without going into the merits or demerits of selling extra stock to concerns like the sample shoe stores, whose presence is always a menace to the legitimate retailer, it may be seriously questioned—at least the retailers consider it open to serious question—whether it is a fair thing for the jobber to give the department store buyer so many opportunities to secure snaps when the manufacturer is overstocked, or when, as sometimes happens, he desires to realize more quickly on a certain line that may not be going well at the time.

The Departmental Store Problem

An instance of this kind happened just the other day. A department store in one of our western cities secured from a jobber several thousand pairs of boys' and men's shoes at a price thirty or thirty-five cents below the regular wholesale price of the shoes in question. The department store immediately inaugurated a sale at which these shoes were put on the bargain table at about the regular wholesale price or slightly below it. Now, many retailers in that same city were stocked with this branded line for which they had to pay the regular wholesale price and naturally had to sell at the usual retail prices. What kind of a chance would any of these retailers have if an irate customer wanted to know why the boy's shoes that cost her \$4.00 had been bought by a neighbor for \$2.00 at a store a little higher up the street? He certainly could not explain to the customer that the jobber was giving him and his fellow shoe men a "raw deal." This is only one case among many others of a similar nature that might easily be mentioned. The retailer naturally feels that he should be given an opportunity to avail himself of some of the bargains in question, especially if he has been a life long customer of the same house—and certainly this is only human nature.

Reasons for Jobber's Action

When asked about such instances recently a jobber replied that it was through no feeling of malice or disregard of the retailer's interests that such instances happen. He said it was straight business on the jobber's part as a general rule, and the personal

clement did not enter into the consideration at all. He put the case this way: "Sometimes a jobber, in spite of accurate buying and gauging the trade demand, will find himself overstocked on certain lines. He immediately figures how he can unload with little or no loss to himself. Suppose he notifies a number of retailers that he has a bargain for them. Here is the result. They come down to my warehouse, look over the stock, take up a lot of time that perhaps I can ill spare at the moment and take the time of my staff as well. They pick and choose, want to take certain shoes and leave out certain other shoes, and after a lot of valuable time has been wasted, perhaps they take a considerable portion of the overstock off my hands. On the other hand—and this quite often happens—perhaps they don't. Even if they do, I have still left on my hands all the rejected portion of the stock which it is almost impossible to get rid of, as the best of it is gone, and only the poorest samples or styles left. Now, when I get in touch with the department store buyer he will size up the whole situation, figure just what he can afford to offer me and just what they will profitably sell for, and make me an offer for the whole lot, good, bad and indifferent—and there will be quite a few rejects or poor samples of shoe making in the best lot of shoes, especially when that lot runs into the thousands of pairs. Consequently, I am rid of the whole lot at once and have no more trouble or worry in connection with the matter. I have only one account to collect and have practically no correspondence in connection with the deal.

"Now, if I sell part of this lot to a dozen or more retailers I am sure to have considerable correspondence and a dozen accounts on my books to collect. I do not blame the retailer in the least for the way he feels about this matter, but on the other hand I have myself to consider and my own interests come first, just as he is looking after his own end of the deal. As I said before, there is nothing personal in this matter; it is merely a question of good business on my part and proper looking after my own best interests. When the retailer takes these facts into consideration he will probably be a little more lenient in his criticism of the jobber along these lines."

Careful Thought Required

Here are both sides of this question. It is another problem where the give-and-take spirit must predominate. Whenever possible it is undoubtedly good business on the part of the jobber or the manufacturer who carries a stock of shoes on hand to give the retailer an opportunity to "cash in" on any bargains he may have to offer. On the other hand the retailer should not feel that the jobber is indifferent to his interests when instances of this kind occur. But in the case of the retailer mentioned above who had the business of a large institution taken from him, the jobber made a false move, as he would have got this business from the retailer anyhow, although at a slightly lower price. The good-will he lost more than offset the better price he received for his merchandise.

The SHOE AND LEATHER JOURNAL is anxious to hear from both retailers and manufacturers on this question in order that as many side lights as possible may be thrown on a problem which is at present often very aggravating to the legitimate retail shoe men.

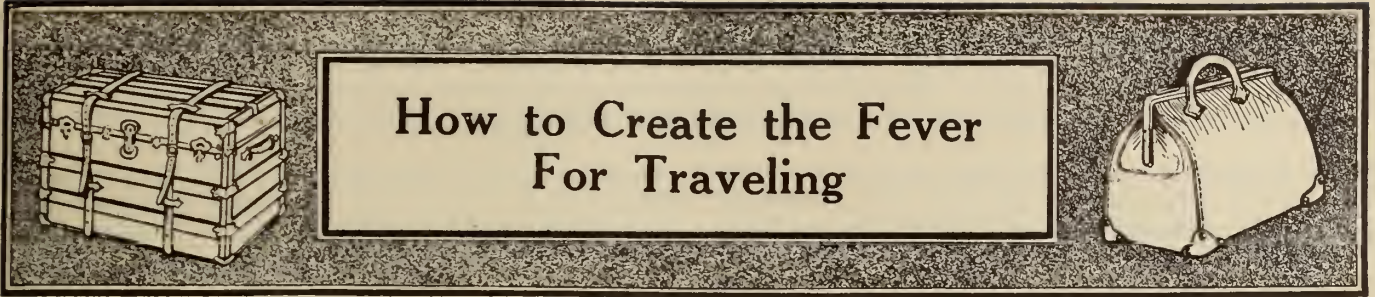
FINDS IT VERY VALUABLE

Enclose please find one dollar, subscription to the "Shoe and Leather Journal." I would not be without the Journal at any cost, as I find it very valuable, indeed.

Yours truly,

R. M. NORTHGRAVE

St. Mary's, Ont., May 29th, 1912.



How to Create the Fever For Traveling

Herewith is shown a handsome traveling goods display that was the means of bringing much business into the trunk department of the firm concerned, Goodwins Limited, Montreal. It gives a good idea as to what can be accomplished with a little forethought and a determination to do things just a little bit differently. While it is not to be expected that the average shoe man will carry trunks and leather goods of this high class calibre in stock, yet there are several lessons to be learned from the use of these goods in this unique display.

It will be noticed at once that this window gives a more or less violent attack of the "get-away" fever. It is certainly calculated to arouse a longing for an ocean voyage, the woods or the streams. After this desire is aroused it is only another step to going in and making inquiries as to the cost of the traveling articles desired.

Traveling Bags Popular

Traveling bags are strongly featured in this display. These articles are very popular this year, and in fact are replacing the suitcase to a certain extent for this season's use. There is a reason for this. For the average week-end trip to the country, which forms by far the larger part of the traveling done in any town or city of medium or large size, it is much handier for a man or woman to toss a few articles for week-end use into such a bag, than to take a heavier and more cumbersome suitcase along. In the longer trips the suitcase is necessary.

Wickerwork suitcases are selling well this year, and are light and neat-looking things to carry, especially when they are reinforced by leather corners and leather bands around the center. This makes them stronger as well as less liable to injury if checked

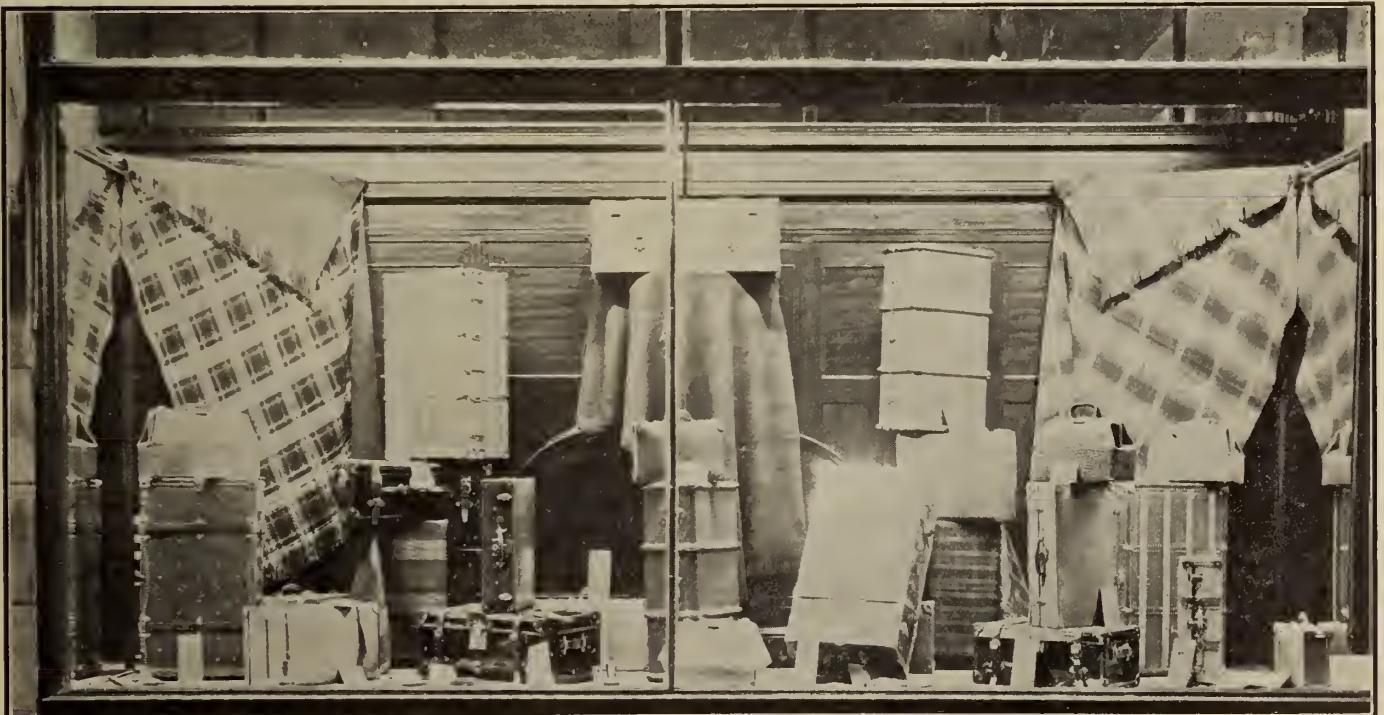
instead of carried by hand. Steamer trunks are also shown extensively. There is a big demand this year for this class as it is so very handy and can be readily stowed away under berths or in a room, under the bed if desired. These trunks are being made stronger and more attractive every year, as the display will show, and can be banged about almost with impunity by the long armed baggage heavers.

Blankets a Strong Feature

The blankets in this display serve as a decoration and greatly enhance the appearance of the display as a whole. In any large town it will pay the shoe man to have a few of these steamer blankets on hand, because there are always numerous people traveling to and from a town of this kind. Moreover, it is much easier to make an attractive window display with the aid of such blankets. In the front of the window on the floor will be noticed small articles taken from a fitted suitcase. These also help to make the display more interesting, compelling and attractive. The handsome paneled background serves as a counterfoil to show off the more highly colored goods in front of it.

Use Your Windows Wisely

If every shoe man will make it a point to feature his traveling goods department in his window displays at least twice a month, he will find it will bring him much business he never suspected. It will also work in better with his regular shoe department and be a means of increasing the sales therein as well. It is easy to order from catalogue and to keep a reasonable amount of the different kinds of different traveling materials on hand; and a well selected stock of these will add prestige to the shoe store as well as keep the cash register jingling with surprising frequency.



A STRIKING DISPLAY OF TRAVELING GOODS BY A MONTREAL HOUSE

Some Stray Shots from "Solomon"

We are usually free with what doesn't belong to us and with nothing do we take greater liberty than with "to-morrow."

NOT YOURS We need a "Titanic" disaster now and then to cause us to take a little more thought of the possibilities that lurk in the few hours just ahead. "Boast not thyself of to-morrow: for thou knowest not what a day may bring forth." It is all right to plan, and the man who lets one day's duties run into another's will have a sorry time of it. But this living "rag time" regularly and singing "Nearer My God to Thee" on the brink of the grave is poor business as well as religion. If religion is a good thing to die with, it ought to be a good thing to live with. Play the man to-day, be true to your convictions now and you will not need a minister or any one else to help you over the bar should the crossing catch you before mid-day dawns. The only thing you own in the world is "to-day." To-morrow may find you naked as you came into the world except for the character you take into the next.

If some of us did not toot our own horn there would be little chance of our being heard of in our day and generation. Nevertheless the man who proclaims his own virtues or qualifications generally does so for the reason that no one else has ever discovered his importance or goodness. Why is it we are so ready to "proclaim every man his own goodness"? Isn't it because we know that if we were rated at our true worth we would be kicked off the sidewalk? "Let another man praise thee and not thine own mouth: a stranger and not thine own lips." When you are tempted to tell how smart you are or what good things you have done just remember that if you were as smart as you think you are or as good as you would like to seem, you would not have to go up on the house top to tell the world. Take a look inside and ask yourself how you would like the whole truth about you to come out and if there is any shame in you keep your tongue in your cheek. The surest way to tell a liar is to hear him proclaim his willingness to die for the "faith once delivered to the saints."

There is some hope of contending against anger and some chance to win out against prejudice. There is even something to hope for against apathy, but "who can stand against envy." The green eyed monster has slain his tens of thousands where these others have laid low their hundreds. We read of the Son of Man that "for envy" he was delivered into the hands of Pontius Pilate. Hell holds no fury like the man who sees his failures set out in relief by the success of others, or finds his own mean shrivelled soul rebuked by the presence of open hearted goodness. You can meet an angry man with argument and "fight the devil with fire" but there is no getting at the fellow who watches his chance and gets his knife in "under the fifth rib." The worst thing about meanness is that it is apt to make us mean unless we watch ourselves. The most contemptible being under heaven is the man who can't see another get on without feeling "envy."

We don't like to be hit, especially by our friends, and few of us are large enough to take a good crack well meant by those who really are interested in our welfare. We are apt to say "save us from our friends" when they drop plain advice or criticism upon our pet ideas. Nevertheless "open rebuke is better than secret love." When we get a little farther away and the perspective is different we will understand the value of a friend who is not afraid to say what he thinks even at the risk of spoiling friendship. The world is full of those who would rather see a fellow go wrong than express an opinion that might seem to conflict with his ideas. "Thou art the man," said Nathan to King David when the latter was in the midst of the enjoyment of his "stolen waters" and the king

had the good sense to appreciate the interest of the prophet in his welfare and say, "I have sinned." Have you sand enough to take your medicine when it is coming to you?

Look out for the fellow who is forever shaking hands and trying to show how friendly he is with you and all the rest of the world. There are some people who are all hand as there are those who are all nose, and the former can no more keep from thrusting their fingers into other people's than the nosy folks can keep their beaks out of other people's business. Says Solomon, "the kisses of an enemy are deceitful" or rather "frequent." Kissing was the method of greeting those days as hand shaking is in ours, and the wise man warns his readers to beware of the fellow who was everlastingly "salaaming" or kissing. It is a good thing to be friendly but a man whose friendship amounts to anything will not make a pump handle out of his hand. Nine times out of ten the fellow with the glad hand wants a chance to borrow a "five" or exchange cheques, or fly kites. Don't be too free with your hand or your money. Be close with your friendship as well as with regard to lending.

PUMP HANDLES "Ointment and perfume rejoice the heart; so doth the sweetness of a man's friend by hearty counsel." If you have a friend close enough to give "soul counsel" or "heart to heart" advice you are a lucky man. Most of us have to blunder along and be content with correcting our courses by the sad and expensive expedient of experience. Two are better far than one for counsel or for fight." When we run a lone hand we usually make a poor fist of it. Is your life sweetened by hearty counsel or, better still, are you sweetening some life by counsel that is keeping it off the sands of doubt or the shoals of trouble? What are you doing to make the world more wholesome and helpful to the weak and needy who are not always to be found in hospitals or poor houses?

The reason there are so many dyspeptics around is not that we work harder or even worry more than our fathers did, but that we eat too much and eat too many things. If our grandfathers could only see what we put into our stomachs at a single sitting they would turn in their graves. Is it any wonder there is so little real relish of food? "The full soul loatheth an honeycomb; but to the hungry soul every bitter thing is sweet." The same applies to things mental and spiritual these days of intellectual and religious high living. People want "spice" in everything and turn with disgust from the wholesome and invigorating to the sensual and sensational. We get so much newspaper to-day that we have little relish for classics. We want our religion sugared, flavored and garnished so as not to leave any taste in the mouth or uncomfortable sensation within.

If you are in a place you seem to fit, stay with it and fill it to the utmost of your capacity. The world is full of big holes fitted with small pegs and small holes plugged with big pegs. The men who are really doing the most for humanity to-day are those who are filling well the places they are in. By this is not meant that they are doing merely all that may be required of them as farmers, merchants, or mechanics, but quitting themselves like men in their relations to those about them. There are plenty who think they are accomplishing all that is required of them when they faithfully discharge the obligations of their calling, who never seem to think that they are meant for something greater than mere machines. "Stick to your last" but do not forget the greater issue of your duty to your fellows. "As a bird that wandereth from her nest, so is a man that wandereth from his place." Don't be a wanderer. Do your part in your calling and know your greater calling.

Hosiery a Profitable Side Line in the Shoe Store

A Few Reasons Why Every Shoeman Should Carry a Representative Stock of Hosiery—A Valuable Feeder for the Rest of the Store—What to Buy and How to Sell—Special Window Displays Important.

"I have about all I can look after in keeping track of my shoe stock without hunting trouble by putting in a stock of hosiery. I know shoes, but I don't know stockings; that's a job for a general merchant, not for a shoeman. It is far better for a man to concentrate his attention on his specialty than to scatter his capital and his energy chasing will-o'-the-wisps. If hosiery, why not anything else from wearing apparel to sporting goods?"

No, this shoeman talking is not a back number, but a supposed lively member of the shoeman's clan; and curiously enough he is mighty sure that he is right, and can quote you case after case in proof of his contentions. But when you come to get down to hard figuring, there is always a "nigger in the woodpile" that goes far to explain the reasons for a failure not evident at first sight.

Contrary to this opinion, which is only one of many such heard in the shoe trade, it has been proven to a nicety that hosiery

in the shoe store does pay—and it pays big profits, if properly handled. An evidence of this fact is found in the presence of more or less complete stocks of hosiery in the better-appointed shoe shops in practically every city or large town. These shoemen do not handle hosiery because of whim or guesswork, but because they know by experience that there is not only a big demand for it, but also big profits on their turnover.

Why Hosiery Is Profitable

First, because for the wholesale price of a good pair of welts, from three pairs to one dozen or even two dozen pairs of men's hose can be purchased, according to quality. If that many of any style are not required, the balance of the difference in capital between the purchase price of the hose, and of the shoes, can be put aside for emergency or used as working capital when desired. No detri-



A CLASSY HOSIERY DISPLAY THAT DID BUSINESS



mental comparison is meant here between these two commodities, as the shoeman has to sell shoes, not necessarily the other; but when the retailer knocks the selling of hosiery, he does not seem to realize that he can really make more actual profit per dollar invested in hosiery than he can when invested in shoes. If a net profit of 15 per cent. is made on shoes, the retailer has done well; on hosiery, it is easy to get a net profit of at least 25 per cent.; and it is net profit that counts, not gross turnover.

Again, there is an indirect profit to be derived from the presence of hosiery on the shoe store's shelves. Such a department acts as a feeder of the shoe department proper, and many people coming in to buy hosiery could be led on by skillful salesmanship and suggestion to buy shoes as well. This is a feature that is not given the consideration it deserves.

Furthermore, hosiery properly displayed and pushed in a live fashion will add a considerable amount to the total weekly or monthly turnover. It is readily sold, and it works in so well with shoes being footwear as much as shoes are; and people get the habit of coming to the shoeman for it instead of to the general merchant or specialty store. This means that the stock is quickly turned, and does not get soiled or shopworn in any way—which is an item worth considering when thinking about prospective profits. Shop worn goods sold at a loss make quite a hole in the profit column in the course of a year.

How to Stock Hosiery

One shoeman who makes a specialty of hosiery both on his shelving and in specially constructed devices for storing it, employs a unique system for keeping it in very compact space near the front of the store. Just inside the door is a show case with a specially arranged interior, in which is layer upon layer of shelves, containing narrow drawers just deep enough to hold a dozen pairs of hose. Every shelf has a drawer for each size from the smallest up to the largest; and on each shelf is placed one particular kind of hose only. In this way the salesman in charge knows at a moment's notice just where to look for the style of hose wanted, and all confusion is avoided. Every morning this case is carefully looked over, and any gaps are filled up afresh from the stock in reserve in the rear of the store, where the stockroom is. As the show case is just where every man—for only men's hose are kept here—coming into the store can see it at a glance, as he is passing on to the shoe departments proper, it acts as a display case.

Shoe Store Logical Place to Sell Hose

And the hosiery sells like hot cakes. Why should it not? The fact that the general merchant or the exclusive men's wear store had corralled the bulk of men's hosiery trade only proves that the shoemen of this country have been asleep to the opportunity confronting them. Can any two commodities be more closely connected than shoes and hose? Both are articles of footwear, and both can be harmoniously displayed and sold together. In fact, one suggests the other, and it does not require much of a salesman to sell one or more pairs of hose when he sells a pair of shoes. The main trouble in the past has been the shoeman's half-heartedness and short-sightedness in this matter. He has carried only the smallest possible stock, and a very narrow range of styles and lines; nearly always the customer desiring anything to match with any degree of accuracy the shoe bought, has to turn away from the boot store and go either to the men's wear or general store—a loss of time and a loss of trade for the shoeman.

But signs of a change are at hand. In more and more shoe stores good hosiery departments are being installed, carrying full lines of both men's and women's hose. In the store mentioned above, the ladies' hose is kept on the second floor with all the rest of the women's footgear. It is shelved in the ordinary small hosiery boxes upon which are stamped the firm name or label. Both this department and the men's hose down stairs are under the care of a specially appointed salesman—or woman—who is responsible for the volume of sales, the general appearance of the department, the ordering of stock, and the keeping of the latter in good condition, properly arranged and up to the mark in quality, etc.

Of course, any salesman in the store is allowed, and in fact

expected, to make sales in the hosiery departments if the parties in charge of those departments are too busy to attend to the customers brought to them; but otherwise these parties take charge of the customers and do all the business; they know the stock better, and can give more expert advice on hosiery matters than can the salesman selling shoes most of the time. On the other hand, in some shoe stores with large hosiery departments, one man takes charge of the arrangement and daily replenishment of stock from the stock room, as well as the ordering of stock. Every person on the sales force is expected to sell all the hosiery possible when they are selling shoes.

In this way there is no break in the salesmanship, such as often occurs when a customer is turned over to two or more salesmen in the course of a half hour's buying; and sometimes the customer does not appreciate these changes at all. Of course, with such an arrangement in force, each salesman is paid a certain commission on all sales above a certain amount—usually 5 per cent. In one store the writer knows of, some salesmen get fully \$15 or \$20 per month from this source, together with amount received from the same commission on findings sales. Both these plans have their advantages; and it is up to the shoeman to choose which ever one he feels to be to his own advantage.

What and How to Buy

It is always a problem in starting a new department, to know just how much to spend and how to spend it. When a department is once running smoothly, experience is the best guide, but until that experience is gained personally, some one else's experience must be secured to pilot one over the pitfalls in the path. In this case the best thing to do will be to write to some of the larger hosiery houses for information. Explain your plans very frankly, and ask them to send their representative to talk it over with you. Very seldom is a shoeman so situated that he is not within reach of a personal call from the representatives of one or more live hosiery concerns. These men with their long experience will go over the ground with you, and give you expert, and in the great majority of cases, with an eye to future business, disinterested advice, both as to how much capital to invest at the start, and how to invest it.

Matching Slipper and Hosiery Shades

Just a word of caution here, however, is advisable. Every shoeman in centres of any fair size, should make it a point to be able to match some of the various shades of evening shoes carried in stock, both in shade and quality of hosiery. Here is a big field capable of great development, that so far has only been scratched by the average shoeman. And right here is where a great advance is to be made in the future. The shoeman who can serve both women and men alike with the finer qualities and most fashionable shades of footwear, whether hosiery or shoes, is the man who will do an ever-increasing business with the best class of customers—the particular kind who do not quibble at price if the quality is there as well. There are many of these in every town, and an up-to-date hosiery department will help to land their complete custom. Don't overlook this most important feature of the hosiery question.

Live Window Displays Important

Herewith is shown a reproduction of a handsome window display recently executed by A. A. Daoust of Geo. G. Gales & Co., Montreal. The reproduction loses about 50 per cent. of its original appearance because the component colors are not shown. It was certainly this judgment in picking closely-harmonizing colors that made the display so peculiarly attractive. This window emphasizes the fact that neatly executed show cards and price tickets go far to make a window complete; also that balance and neat design are two further necessary points. Another good idea is to make a display showing evening footgear of all kinds with the hosiery to match in close proximity to the shoe or slipper in question.

Are you going to install that hosiery department without further delay? Or are you going to sell hosiery as if you meant it to pay big dividends? THE SHOE AND LEATHER JOURNAL will be only too glad to give any possible information upon this very live question to any retailer desiring same.

Severe Treatment Handed Out By Shoe Buyers

Salesman Has to be a Saint to Keep His Temper in Some Cases—Nasty Deals That a Few Try To Pull Off—Several Jobbers Said to Be as Offensive as Retail Shoe Purchasers.

"You needn't come near me. When I want you, I will send for you."

The person approaching was a shoe traveler. The one, who made the base remark was the buyer in a shoe department of a large Canadian store.

"You can talk of raw deals or tough treatment, but some men have never enjoyed a speaking acquaintance with courtesy. Such a one was Wm. Harper. He had been for years with the one store and somehow managed to ingratiate himself in the confidence of his superiors. He had his own methods of doing things and a hide as hard as adamant. There was no use in firing verbal shots or biting sarcasm at him as he was simply impervious to an attack of this nature. "The only proper way to deal with him would be by administering a good sound trimming," declared the salesmanager of a large Eastern Canada shoe establishment the other day.

"I called on Harper with a grip full of samples and after presenting my card, told him I would like him to look them over. In a very gruff and grouchy manner he answered, 'No, you haven't anything that I want to-day; I have no time to bother with you.'

Man With A Malicious Manner

"But you have not seen my samples,' I declared, 'Perhaps I could make an appointment with you to call later.'

"No, nothing to-day, I told you,' and I took my departure regretting that such peremptory treatment could be handed out.

"A couple of weeks later I returned and very much the same rehearsal was enacted. Then three weeks later I happened once

again to be in the city and had something particularly choice to show this buyer. I was anxious to get his ear as he was a generous purchaser, and the goods were specially made up to capture his eye and catch his fancy.

"No, I don't want any of your stuff at all,' he said as I entered. 'I told you that two or three times already.' I said 'very well, sir,' and departed, but I had made up my mind that this would be the last occasion that a departmental manager should ride over me rough shod. I sought out the vice-president of the company and told him exactly of the scurvy reception that had been accorded me. I told him that I had on three different occasions tried to show samples to the manager of the shoe department, and that I had been treated more like a dog than a human being. I also pointed out that I could understand why a manager would not buy, provided he had looked over my line, but to condemn a thing without seeing it, declaring that no goods were wanted in my case without first giving them even a casual inspection was going too far. I asked the vice-president how the shoe manager knew whether or not he wanted any of my stuff without first taking a look at it. Surely every man calling upon the department should be meted fair hearing, then if his stuff was not wanted, why well and good.

See You The Next Time

"The officer of the company told me that he would see that next time I called I had a fair chance to present my wares, and with this assurance I departed. A few weeks later I came again, and went up to Harper, who did not condescend to even pass the time



A FETCHING DISPLAY OF SPRING FOOTWEAR BY CASSELMAN & THOMPSON, LIMITED, MONTREAL

of day, but grunted 'put your goods out there.' I had some ten or fifteen samples. I placed them on the table as directed. He then walked away and stayed nearly an hour. I finally asked a young girl if she knew where Mr. Harper was and she said she would look him up. She found and told him that I was ready to have him inspect the samples. He said he would be there in a little while, but he did not come. I then went over to where he was, and said that I would be glad to have him take a few moments and look over the lot. He said, 'Very well, I will be there in half a minute.' He kept me waiting a quarter of an hour longer, then came, passed up one side of the table, and down the other about as rapidly as if he was engaged in a game of tag. He declared in blunt, brutal tones, 'Naw, there is nothin' there we want.' He had not even picked up a shoe and I guarantee that he could not tell one detail regarding the assortment. I said 'very well, sir,' put the shoes back in my grip and departed, and from that day to this, I have never been near the place."

For a Wonder He Bought

"Oh, your case is not unusual," spoke up another traveler. "This disgruntled and dyspeptic individual hands out about the same kind of dope to every caller, but you got off easy. Now I had reason to call on this self same highcocker some months ago. The first time he would not see me at all; the second time, after trying two or three times, I made an appointment with him and he looked over my stuff. He bought about \$500 worth of boys', youths' and little gents' in box kip and box calf. We made the goods and sent them up. The terms were 2% ten days. The cheque for the first shipment of box kip came back promptly and no complaints were made to the office. We therefore took it for granted that the shoes were in every way satisfactory. A few days later we shipped the box calf, about five cases of them. The cheque for these did not come back so soon, but finally the firm settled and yet took the discount although the time had elapsed. About three weeks after, I happened to be in town and, having some special lines made up, I called upon the manager again, who said 'no, you have nothing I want. You cannot show me a single thing to-day.'

Condemning Without Seeing

"I was rather taken back at this affront, especially as we had had no kick coming from the firm with regard to the previous shipment.

"I smiled and said, 'Well, Mr. Harper, how did you like the boys' and youths' shoes which you obtained from us?'

"Ah, they were no good.'

"I was also taken back with this, and told him that we had no complaints, and in fact were rather proud of the patterns and lasts, especially in box kip.

"Oh," he said, 'that was coarse rough stuff, and I don't want any more. We could not sell it at all.'

"I said, 'that is rather strange. We have never turned out better shoes than the ones we sent you and no grievances reached us regarding them.'

"Oh, well," he cried, 'we can't handle any more of them. They will not suit our trade at all.'

Scurvy and Offensive—Both

"I ventured to enquire if they were as faulty as he represented, why he had not sent them back. I inquired, 'did you examine them personally?' He said, 'no, I have been in England for the past few weeks, and did not see them at all.' I then asked if any of his salesmen had made complaints. He said, he had no time to discuss the matter with me and walked away.

"Now what can you do with a cad like that who condemns a thing without having seen it and who admits, on cross examination so to speak, that he was away when the goods came in and were sold and none of his staff had a word of fault to find. Harper was only jumping at conclusions regarding our goods or in plain unadorned language was telling a lie, and trying to put it over.

"Yes," spoke up a third traveler, "I have heard of this cranky cuss, but we all have our set backs. We are now going to the trade

direct, but I really do not know whether there is much choice in the class of buyers or not. You take a jobber for instance and he wants to skin you of your profits. You submit twelve or fourteen samples and he will go over them carefully, pick out one or two, generally coarse, rough lines—and ask you to make them in such quantities. The other goods he will perhaps have nothing to do with and he squeezes you down to the last cent by crowding out the profitable samples and not giving you a chance to make something on which you can earn a fair return for your labor and investment. Then he wants the goods right away and would disorganize your factory by keeping it at top speed part of the time and having it virtually shut down another time.

Was Regarded as Intruder

"To show you the sample of treatment I have received from some jobbers, I was in the habit of going to a certain Western Ontario city to make purchases of leather. Naturally having a few hours to wait until train time, I thought I would make my visit profitable, and having a few samples of shoes, I dropped into a jobbing house. I had done this two or three times in as many months, and one day after carrying my grip for many blocks, I stepped into this establishment. The jobber came out and remarked coldly, 'Why, you seem to be getting a weekly caller here.' He never asked me into his office or even to accept a chair.

"I said, 'Well, I had a few hours in your city before catching my train and, as I buy all my supplies here, I thought perhaps I could do a little selling.' He rejoined, 'No, there is nothing that we want from you now. I do not think you have anything that will interest us,' and so I passed out.

Where the Place Was Reversed

"Now this same jobber came to the factory about a month or two ago and said he wanted to buy some shoes. I replied, 'You cannot obtain any from us.' He asked, 'What is the reason.'

"I answered, 'Well, you did not treat me very cordially when I was in your city. You would not even ask me to have a chair after carrying my grip several blocks. However, I do not intend to put the same treatment over on you.' I invited him into the office. I told him we had got sick and tired of going to the jobbing trade and working for nothing and that we would not sell the wholesale now under any circumstances. He declared that he wanted about \$600 or \$700 worth of dongola shoes. I asked him at what price and he said at the same figure I had offered them to him six months ago. I said, 'Oh, no, we cannot do business on that basis,' and out he went.

Squeezing Samples to Death

"There is one other objection to doing business with the jobber who will, perhaps, ask you to leave your samples in his establishment, saying he is sorry the traveler whom he consults in buying, is not in at present. If you will return in a day or two he will very possibly have an order. You leave your samples there and when you come back you will find them all twisted out of shape, pinched and jerked this way and that, bent and twisted in order to see if the goods are solid leather throughout, and whether you are living up to your word. I know one man in particular who does not seem to want to accept a guarantee that what you say is true. He is desirous of being an amateur detective. He renders your samples as shapeless as possible. Of course, when we are present the shoes are not subject to such severe treatment as we stand guard over them, but when you leave them, you never get them back in the same condition that you do when calling upon the retail trade."

Enough Troubles for Once

"Yes, spoke a fourth, "we all have our troubles and I guess you fellows have aired enough just now to suit the bunch. I will reserve my tale of woe and distress till another day. In the meantime let's all go over and have a smile."

No captain stops with the knowledge that his ship had no leaks when he took it. No, sir. He watches constantly for the leaks that he knows are sure to develop with use and age.

Get Advance in Cost and Regular Profit as Well

If Shoe Retailer Does Not do This in View of the Increased Prices, He Will Come Out at the Small End—Majority of Dealers Have Raised Prices—All Find That They are Paying More For Their Goods.

The constantly increasing cost of shoes, owing to the abnormally high price and scarcity of hides, the advancing quotation on leather of all kinds and the stiff figures prevailing for other material that enter into the construction of the product of Canadian factories is still the subject of much interest and discussion among the retailers.

Most of the dealers have had the courage to advance selling prices in sympathy with the added wholesale cost. A few seem to be shivering on the brink, afraid to take the plunge. It is far better, if an unpleasant task has to be performed to set about and do it at once. 'Twere better it were done quickly, for delay means a loss of both profit and prestige. Nearly all footwear merchants with whom the SHOE AND LEATHER JOURNAL has talked, have raised their figures commensurate with the amount that has been tacked on to the goods, to be delivered for fall and winter.

Get No Thanks for Cheapness

There is no sense or reason in doing business at a loss, or in paying the wholesalers more and allowing the public to reap an advantage by buying clothing for their feet at the same figure they did a year ago when, on the majority of his lines, the dealer is paying from 10 to 25 cents more per pair. If not, he had better keep his eyes open, and examine closely the quality of the stock, the finish of the shoe and its "ingredients." He may wake up and discover that the goods are not all they are proclaimed to be if he has not been asked by the traveler to pay more for them. Most of the manufacturers acknowledge that shoes will still go higher and that spring and summer offerings of 1913 will show a decided increase over what dealers are paying for fall ranges. The augmented outlay will, of course, be largely in calf skin production, gun metal, box calf, velours, tan Russia and willow calf. How high the figures for raw stock will go is a matter of considerable interest and speculation.

Have Raised Their Prices

Staples & Anderson, Treherne, Man., report that they have found shoes increasing in price from 5 to 25 cents per pair. They have found the quality has kept well up to the mark. The firm have raised prices on many lines since last spring, from 25 to 50 cents per pair, and they do not find that their patrons object to paying higher prices if they get value in the footwear. They have never tried odd figures, and think that selling goods marked at the even prices is the better plan. In closing they state that 50 cents advance is too much on a 5 to 15 cents increase on cost, but think that merchants are justified in raising their margin 25 cents a pair. It appears to them that merchants are up against higher prices in shoes each year, and that there seems to be no possible way in which they can get cheaper goods as the demand is increasing every year.

They Buy Just the Same

John McAllister, 2405 Main Street, Vancouver, B.C., reports the increase from 10 to 15 cents in shoes and says that where boots cost that much more per pair, he has added 25 cents to the selling figure. Customers do some kicking, but they pay the price just the same. He does not see any attraction in the matter of odd prices. When a shoe advances from 10 to 15 cents, Mr. Allister thinks a retailer is justified in raising the retail price by 50 cents if he can get it and not hurt his sales or business. He adds, "We will say that a boot that is \$3.15 used to retail at \$4.50; now it costs us \$3.75, and to get the same percentage we will have to retail it at \$4.87½. We can get \$5 for the article as easily as \$4.87½."

Get the Advance and Profit Both

The Goodwin Shoe Co., of North Vancouver, B.C., say they find they have to pay more for all grades of shoes than they did a year ago and that the average increase per pair is 5%. Some shoes, they declare, are not up to sample, particularly where the

wholesale price has not been raised. They have raised selling prices from 25 to 50 cents per pair. Some customers object to the increased cost, especially in the cheaper grades. They have never tried odd quotations and do not think the plan feasible, as it would tend toward making too many lines. The company conclude, "we think there will shortly be another advance in shoes. If the cost price is from ten to fifteen cents more we think the retailer is justified in tacking on an extra 50 cents. Our policy is to buy good solid goods as close as we can and sell them at a good margin of profit. We cannot control the market for raw material and labor so that if the goods advance in price we certainly intend to get the advance and all legitimate profit as well.

No Use for Odd Prices

Garrett & Horrell, Prince Albert, Sask, find an average increase from 15 to 25 cents a pair. In some cases where prices have not been raised the quality of the shoe has deteriorated. The firm have not raised the price of shoes, and have never tried odd quotations. They think the plan of irregular figures is objectionable to a high class trade. In the cases of prices going up 15 cents a pair, the firm do not believe that a retailer is justified in advancing his figure 50 cents unless it was on a line that he had sold very close before.

Pins His Faith in Odd Prices

F. W. Atkins, Cardston, Alta, says that he is paying about 10% more this year than he did last season. He has aimed to keep up the quality, and would rather do a business at a less profit than sell a poor article. He has simply raised the prices on all lines proportionate to the increase in cost. He does not find that customers object to paying the higher figure for the better grades. Mr. Atkins says, "Yes, I have all along sold at odd prices, as I consider it the best way to win out. The plan is practicable and the best in the end. You ask me, do I consider when a merchant has to pay from 5 to 15 cents more per pair, he is justified in advancing the retail price by 50 cents, and I answer, no." No merchant is justified in advancing at such a high rate; it is not honest. The quicker a dealer lets his patrons see that he is striving to give dollar for dollar, the better it will be for him. In my judgment the time has passed when from 40 to 150% can be looked for, I find small profits and quick returns the best. By this method one can keep his stock fresh and turn it over quickly. We live in a fast age, and one must keep pace with the times, and if he cannot do so, the quicker he gives way to the progressive man the better. I wish you every success in your efforts to put life into some dry bones.

Some Other Observations

J. F. Wilding, Wainwright, Alta., state that they have not been in the business long enough to know definitely the relative advance in the price of shoes and whether it is necessary to increase the figure in view of existing conditions.

Hall & Jessup, Nelson, B.C., say that from a retailer's standpoint, they are not in a position to give much information, for they have been in the shoe game only a few months in the West. They were in the same business in the East, and find that the wholesale price of shoes is about 5% higher in Nelson than in the East.

Balance the Advances Up.

Campbell & Anderson, Taber, Alta., declare there has been an increase from 15 to 20 cents per pair in footwear, and in certain qualities where there has been no advance the shoes are not as good. The firm find it very difficult to secure higher prices, but believe that quality always counts. They say that customers will pay a little more for a good article. They have never tried selling at odd prices, but the idea appeals to them. They do not consider a retailer is justified in advancing in every case the retail price by 50 cents, where there has been an increase in the wholesale of only

15 cents. They believe a dealer could get the increase by raising some of his special lines and still give good value.

Quality in Some Cases is Off

E. Wray, 239 Whyte Avenue E., South Edmonton, Alta., says the average increase is about 25 cents per pair. Where the same figures are quoted as last year says there has been a decided falling off in quality. He has advanced the price of several lines by about 25 cents a pair. Mr. Wray finds that odd prices work alright, and that the plan of charging \$2.70, \$3.15, \$3.85, \$4.35, etc., is the most practical one that can be adopted. He opines, "As a practical boot maker, I have been pleased to see the better get-up of the inside work of the shoes now manufactured."

The Moyer Shoe Co., Limited, 387 Portage Ave., Winnipeg say that the increase in the price of shoes is from 10 to 20c. per pair, and in some instances where there has been no advance the quality has suffered. Their retail prices are still the same. No trade has been lost, as they find that all patrons are willing to pay a fair figure for a good product. The firm add, "Our objection to odd prices, although we have tried them, is that they cheapen the store and give the idea that you are running sales, cutting prices, etc., etc. Where a shoe goes up 15c, we believe the retailer is justified in raising his figure by 50 cents per pair."

Expect To Pay More

R. Greenwood & Son, Shoal Lake, Man., find there has been an increase in all grades of shoes, the average advance being about 5%. They have raised the price on many lines from 25c. to 50c. a pair. They find that their customers do not object to paying the higher figure for the better grades. They say that odd prices are alright, starting say at \$2.25, \$2.40, \$2.65, and so on, but that \$2.10 and \$2.15 are no good as the customers always try to beat the retailer down to even money. Concluding, the firm say, "The odd price plan is O.K. with the exception stated. If a shoe goes up 10 to 15c. we believe a merchant is justified in raising the retail figure 25c. per pair on all foot wear up to \$3.00; and 50c. on shoes selling from \$4 to \$6. Farmers and consumers generally know that hides and leather are advancing all the time, and therefore expect to have to pay more money for leather goods."

Pay Well For Good Stock

P. Richardson, 216 8th Ave. East, Calgary, Alta., says that some manufacturers have raised prices from 10 to 25c. a pair, while others have not. Where the figure has not advanced, the shoes, in some cases, show deterioration. Continuing, Mr. Richardson says, "We have not yet raised prices, but expect we will have to do so before long. Customers do not object to paying a higher figure for the better grades. Some manufacturers in Canada have elevated prices from 15 to 25c. a pair and are not putting out as solid a boot as they used to, especially in men's fine shoes. We have made use of odd prices, and find selling by this means has helped us clear out many lines of stock. When a shoe goes up 15c. wholesale we think the retailer is justified in getting 50c. more a pair. As a rule in the West we find that people do not mind paying 50c. or more a pair for their footgear if they are sure the goods are made as they should be. We have found it very hard to get the shoes made as good as the samples. One shoe in each pair is, as a rule, not as good as the other."

John Donald of Cupar, Sask., writes that all shoes are up a little in price, and he has raised his figure on fine goods. He believes that shoes will go still higher as leather of all kinds is constantly advancing. He adds that customers do not object to paying a greater figure providing they get the quality. "I have never tried odd prices except on children's lines, and do not think that the plan would work well in the West. If, on the average, boots go fifteen cents higher per pair, I think that retailers are fully justified in raising prices by fifty cents per pair."

Must Have a Good Variety

Wood Bros., Alameda, Sask., write: "Yes, some grades of shoes are higher than a year ago. We note the most difference in box calf lines for children and ladies—something to make a

medium priced shoe. Of course, men's are higher also, but the increase is not so noticeable. We find from ten to fifteen cents a pair raise on children's, and from twenty-five to fifty cents on men's. A good firm to-day knows that an article must have the material in it to keep its place before the public. We have not advanced our prices except in a few instances, but where we used to give 10 per cent. discount, we now sell many lines at prices marked as net. A good shoe is never a sticker, no matter how high priced, if it is suitable to the trade. The good articles are what are giving satisfaction to-day. We use odd prices almost altogether, calling them net prices, and we do not have much bantering in regard to the figures at which we sell shoes. We believe the odd price plan is practicable. It is a good one, as it appeals to a customer as a sale figure, and they seldom haggle if told price is net. Where a shoe goes up fifteen cents wholesale, we do not think the retailer is justified in advancing the retail price by fifty cents. We find there is not much trouble in selling goods if you keep your stock well assorted, both in styles and prices. Then you are in a position to give a person what he or she likes, and one who is satisfied is, as a rule, not hard to sell. Many business men fall down in the shoe business in small towns by stocking only a few lines, and those in large quantities. You must have a variety, both in price and styles, as everybody does not want to be wearing the same shoe. A young fellow must have the snappy, new stuff, and the trade of the young men is well worth looking after.

Would Start Right in Big City

By A. R. Saucier, Montreal

Having been a shoe salesman for the past twelve years, and gained a thorough experience, I have decided to open a business of my own on a cash capital of \$2,500. The locality I have selected is one lying in the outskirts of the rapidly growing city of Montreal, in a district which has not as yet any service in my particular line, although fully served by all other trades. In this respect, as in others, it offers every inducement for a successful venture.

Another reason for choosing the city would be the benefit I will derive from the close proximity to the jobbing houses, as the bulk of my trade will be of a family nature. My fixtures will consist of the usual wall shelving for stock, finished in golden oak, with an arrangement of silent salesmen to show findings and other fancy shoes and slippers when in season.

For seating accommodation oak settees will be used, as I consider it would add a more friendly touch to the execution of business. The floor will be covered with large rugs.

My stock will consist of \$500 worth of men's fine boots and shoes, with an extra \$100 in men's working boots, \$700 in women's fine and medium quality boots and shoes, and \$500 worth of boys', misses' and children's shoes and boots.

My findings will amount to about \$50, and with another \$50 for window fixtures and show cards, will bring my investment to \$1,900.

I will put extra emphasis on my window dressing, as I consider it of the most vital importance from an advertising standpoint. The rest of my capital will be held in reserve for heating, lighting and rent and extras.

It's a poor salesman who says simply, "We haven't any" or "We're out of that to-day," and then lets the customer walk out with no attempt to sell something else instead of the short item.

Of course the show people will use your windows if you let them. They will even give you passes for their use. But if the window display is worth anything, it is worth more to you than to anybody else.

Some New Features for the Window Trimmer

(CONDUCTED BY A. A. DAoust, MONTREAL, QUE.)

A Suitable Setting for White Shoes

Full Directions For Making a Striking Display Background For White Shoes—This Unit Can Be Used Frequently—Don't Crowd the Display—Minister to the Popular Demand of the Day.

There is very little work of a complicated nature in this sketch for a display of white shoes; it is practically self explanatory. The lattice work at the top and sides is easily made from thin strips of lumber and needs no further description, as every shoeman who has done any window-dressing at all, has put together lattice work at different times. The framework in the rear is constructed on two square uprights made of 2 inch by 4 inch lumber upon which are nailed strips of half inch lumber to make a background.

A platform of the same material is constructed in front of this background so that the top of the platform is about 3 inches above the rest of the window flooring. Two uprights reaching about two-thirds of the way up the platform are then constructed, being placed against the background in about the position shown. Instead of making these two uprights of half-inch lumber, two pieces of timber each 3 inches by 6 inches, may be used.

Two further platforms are then constructed of about the height, and in the position shown. These can easily be knocked together

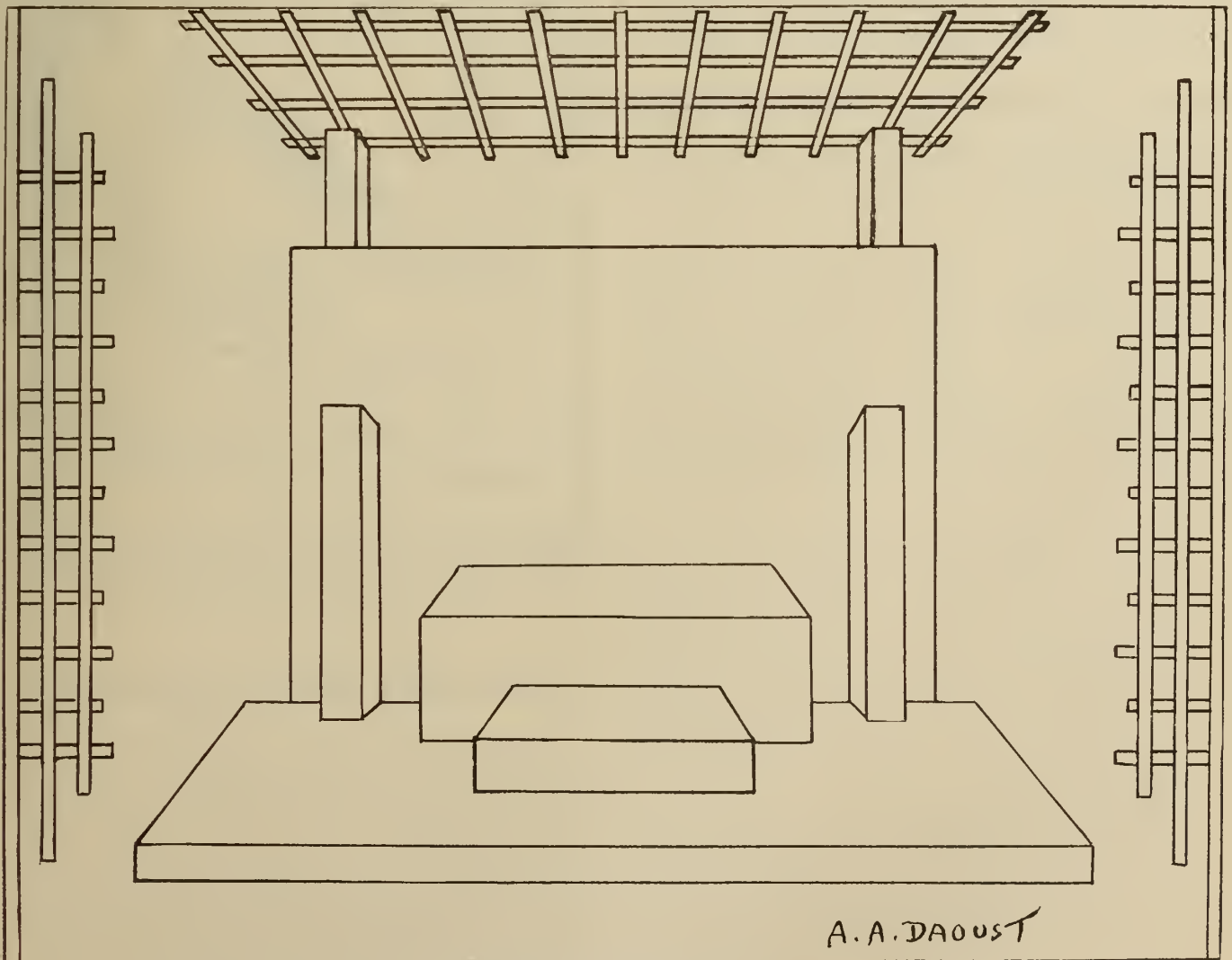
from shoe boxes. In fact the whole display except the lattice work can be constructed of the boards obtained from shoe boxes, and made thus, practically no expense is involved. The construction of the lattice work would, of course, mean a small outlay, but this lattice work can be used over and over again in various positions, and is a very useful display effect for the shoe retailer to have on hand at all times.

Covering of Green Felt

When this background is constructed it should be covered with olive green felt, smoothly stretched over the frame. The base and two platforms upon it should be covered in the same way. The lattice work at the top and sides should be gilded, stained green or painted white which ever is the most suitable for the shoe man.

Gilt frame work makes a handsome appearance, but sometimes it is not easy to secure the proper kind of gilt. In that case a green stain or white paint will add a finishing touch to the display that will enhance its attractiveness. Another color which would set off white shoes to perfection would be burnt orange, which can be obtained from any paint or varnish supply house. This is a very handsome color and gives an elaborate finish to any window.

One advantage in constructing a display unit after this fashion



WHITE GOODS SHOW WINDOW

is that when the shoe man is through using it for displaying white shoes he can re-cover it with felt or other material of another color, and it can be used over and over again for displaying footwear. In fact the whole arrangement can be taken out and placed back in the window whenever desired, with very little effort.

Another feature that makes this trim so useful for the average shoe man is that it shows off the small display window to better advantage than the ordinary stereotyped display. Of course the platform and background can be made as large or small as desired. The shoe man will have to figure this out for himself, but care should be taken that the whole thing is made considerably smaller than the window itself, as the object of it is to focus the attention on a certain point and not to have it scattered all over the window.

Don't Crowd Display

The shoe man must also be careful to see that displays are not crowded, as the whole value of this trim is nullified if the shoes are crowded. A shoe should be placed upon each of the two uprights in front and then a few groups arranged on two small platforms as well as the larger one upon which they rest. The plan of arrangement must be left to the shoe man's judgment, but he is fairly safe no matter what style of display he may use, provided he does not crowd the shoes in the window.

Summer foliage should be used quite plentifully on the lattice work at the sides and top. This acts as a sort of a border to the windows and shows the centre off much better. In fact if this display is arranged rightly all the central part of it will appear embowered in the foliage.

White shoes are all the rage this season and a good window display after this nature, featuring white shoes, will be a big help to the retailer's summer trade, and will materially advance his sales of white shoes. Now is the time, however, to put in a window of this kind.

Practical Scheme for Sports Display

How to Get the Sports, Young and Old, of Both Sexes, Interested in Sporting Footgear—An Easily Arranged Display—Show Athletic Goods Only.

Here is a sketch that gives an excellent idea of the arrangement of a summer sports window. In every town there are a large number of young people, and older ones as well, from the boys and girls up to the staid fathers of families, who are more or less keenly interested in summer sports of one kind or another. These people form a constituency to whom can be sold tennis shoes, running shoes, boots for golfing, baseball and other sports, to say nothing of yachting and boating footgear of all kinds. Strange to say, many shoe men judging by their lack of effort to attract this trade, do not appear to be alive to its importance both financially and from the point of view of the business it will surely bring to other departments of the store.

Display Effects Easily Borrowed

Everything in this display, except the shoes therein, can be borrowed from the local sporting goods dealer, who will be pleased to loan them provided he is given credit for the loan on a small but neat show card set up in one corner of the window where it will not detract from the rest of the display. As to the arrangement of the display, the sketch practically speaks for itself. It will be noted that a cross-bar runs from side to side of the window. This should be placed near the back of the window. To this cross-bar are fastened the two posts of a tennis net in about the position as shown in this sketch.

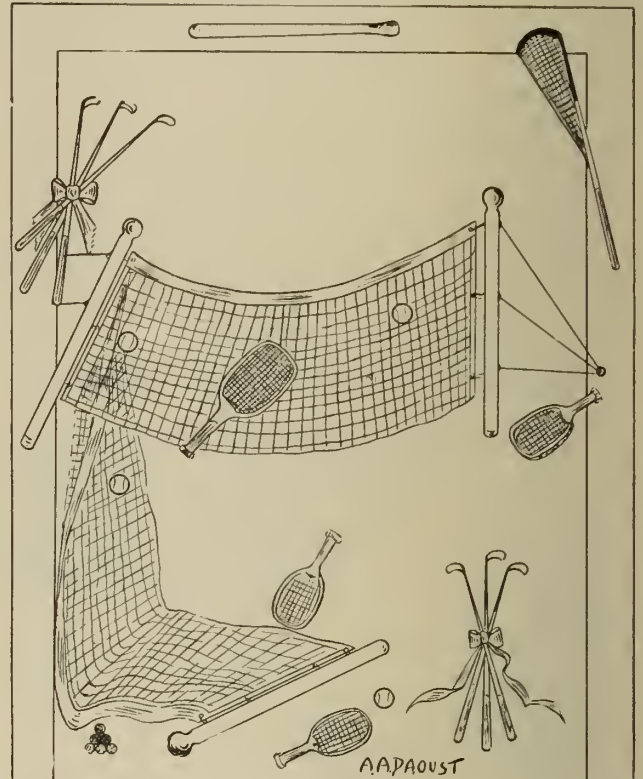
These posts can be fastened with fine wire or in any other manner that seems fitting to the shoe man, so long as it does not spoil the sale value of the posts afterwards. About half of the net will appear on the cross-bar as per sketch and the other half can fall to the floor of the window, as shown. The posts are also fastened with guy ropes to the sides of the window as shown. This adds to the realism of the display.

A tennis racquet can be fastened to the meshes of the net as

shown and the ball tied in the centre of the racquet. This can best be done with some kind of self-colored thread which will make the fastening as nearly invisible as possible. Two or three tennis balls should be fastened to the nets in about the position shown; and near the top of the window three golf sticks can be fastened with wide ribbon to the side of the window. A baseball bat can be fastened to the roof near the centre and a lacrosse stick to the opposite corner of the top. Two or three more tennis racquets can be placed in about the position shown, also the golf sticks and golf balls.

Sporting Shoes Only Displayed

The shoes in this window should all be of a sporting character. Nothing of the ordinary kind of footwear should appear therein. As in the case of the white goods window the display should be



Sporting Goods Window.

crowded. Only one or two of each kind of sporting footwear should be shown. A few pairs of women's shoes should appear in the window, to show that the display is meant as much for women as for men.

It takes very little work to get up a window display of this nature, and if a little care is taken, much good business results, an added prestige will be given to the store. Another little touch that will aid the value of this display is to run green summer foliage around the frames of the window, which will serve as a sort of a border through which the display is seen.

Advertising Hints for the Retailer

Do not advertise goods, service or policy that your store does not have.

The success of your advertising depends upon something more than the mere ability to attract attention. It must make the people want the goods.

The simpler and the more natural the language of your advertisement, the easier it will be read and understood. It's hard to make advertising pay when it is made hard to read.

Don't assume that the clerks know what the store is advertising in the windows and in the newspapers. Make it sure that they know by putting the information before them directly.

Some Observations on the Retail Shoe Advertiser

Special Borders a Big Help in Reaching the Public Eye—Plenty of White Space Makes for Proper Contrast, the Basis of All Good Display—Always Mention Prices as They Often Tell a Story

Rae, the Shoeman, has an unusually artistic idea of what constitutes good advertising. He is not satisfied with the average stereotyped looking border, but uses a specially made border to set forth the merits of the dainty Dorothy Dodd shoes. This is as it should be, and moreover, such a border serves as a mark of identification to all and sundry who might be looking for his ad. This, of course, is a plate with the illustration and printed matter set in. The copy is of a more or less general character but is in keeping with the spring and early summer season. The illustration is a line cut and therefore much better for newspaper advertising purposes. It will be noticed that the type in the copy harmonizes almost exactly with the style of the border, and this harmony is a thing always to be desired whenever possible in the

black faced type in the heading and firm name. Prices also are mentioned. This is a fine idea because most people want to know what their shoes are going to cost them before they undertake to buy. It would be just as well, however, if a local address were given because no matter how small the town is, some person



Dorothy Dodd
DAINTY SHOES
SPRING & SUMMER



The daintiest, airiest, lightest designs will meet in every particular the demands made on your shoe wardrobe at this time of the year.

The latest styles of "Dorothy Dodd" Oxfords in all the most fashionable shapes and materials here in profusion.

Rae the Shoe Man
139-141 Hastings

A 6-in d.c. Vancouver ad. splendidly displayed.

printer's equipment. Such advertising undoubtedly costs this firm a little more money than if the ordinary stock type and border was used, but it readily pays for itself in the increased individuality and prestige it gives the store.

Taylor the Shoeman, of Petrolia, advertises his shoes in a carefully set up, well displayed ad. Plenty of white space is used, which is a great factor in the best kind of displays. The border, while of the stock variety, is not nearly as common in newspaper advertising pages as are some other borders, and being set in slightly from the edge of the ad., it gives the whole a striking appearance. The heading is good and set up in about the proper-sized type. The cut is also an excellent line engraving and adds considerably to the appearance of the ad. The copy is good and well written and is set in type small enough to make strong contrast with the

THE KIND OF SHOES A MAN REALLY LIKES TO WEAR

That describes Taylor's shoes to a T and the longer you wear them, the more you'll appreciate what genuinely great values they are. The illustration here on the right, is an accurate portrayal of one of the many fine styles ready for you here, but of course, it doesn't begin to picture the softness or pliability of the leather or the splendid shoemaking you are absolutely sure of here.



Mens' good shoes—3.00, 3.50, 4.00 and 4.50.

TAYLOR---The Shoe Man

A 4-in. d.c. Petrolia ad., neat and attractive.

who, perhaps, is not acquainted with the layout of the place is liable to pick up the ad. and find himself unable to locate the store without asking a lot of questions which are disagreeable to himself.

The Jos. Gilbert ad. could easily have been arranged in a more telling manner if he had used less heavy black type and more

of a lighter style. The cut does not show up well, because the heavy type detracts from its appearance, especially as this cut is one of fine outline. The border is also too heavy, and is poorly set up. It would be far better to put the cut in the top left-hand corner, not surrounded by a border. The cut would then stand out better, although it might be of better quality with good effect. Use "Great Clearance Sale" as a headline, and set the rest of the copy in small, light style type. The appearance of the ad. would then be improved wonderfully.

W. Jacques & Sons' ad. is a poor piece of presswork. This is not the firm's fault, but nevertheless it detracts from the value of the ad. The ink impression is poor and the stock upon which it is printed is also below par. The cut is not a clean impression, and hence does not show detail the way it should. As this is merely a sale notice, the copy is of the formal announcement nature. It will be seen that there are two mistakes in spelling in the third line from the bottom. This should not be; and doubtless it is the fault of poor composing.

GREAT CLEARANCE SALE

OF
20 to 40 p.c.
Discount



On our entire Stock of fine Footwear

Jos. Gilbert

Phone 1564.

294 St. John St.

A 5-in. d.c. ad. Too heavy border and type used.

There is no need for the firm name at the top and bottom as well. Make "Annual Cheap Sale" the headline. It is a pleasure



JACQUES

Annual Cheap Sale

20 p. c. Discount

For Cash Only

ON ALL

BOOTS, SHOES,

AND

SLIPPERS

30 Per Cent of all Colored Satin Slippers For Cash Only
No slippers sent on approbation.

W. Jacques & Sons,
Tel. 427 42 1-2 Fabrique St.

A 4-inch double column ad., press work might be easily improved

to notice the line refusing approbation business. This is as it should be, and every shoe man would be better to do like-

wise. A border around the ad., and better press work would improve it mightily.

The Leonard Bros. ad. is of the announcement nature, but it suffers somewhat from comparison with some other ads. because it is so very poorly set up. The border is simply "slung" together—that is the only name for the process—and the compositor's work all through, is below par. The cut does not stand out very distinctly, although made from a shoe which evidently possesses considerable style individuality. As this ad. is more of an announcement than anything else, prices are not given; but a range of prices might be mentioned with profit both to the advertiser and the public. Wherever possible it is well to have the type in the body matter proper harmonize with that in the heading and the firm name and address. This is not the case in this ad. This Quebec firm uses quite a lot of space and the ad. in question is a 5 inch, four column one. Using this amount of space, of course, or an ad. of similar size in each issue of the daily paper, there is less chance of the advertising being overlooked because of lack of individuality, but at the same time each ad., whether large or small, should present the best appearance possible to the reader. It is, of course, not necessary, but he should make the best use possible of that at his disposal.

SPRING BOOTS FOR ONE AND ALL

We have received a large shipment of fashionable footwear for spring direct from the factories. Our stock comprises the choicest selection from makers whose names stand for what is highest and best for style and durability.

You are cordially invited to give us a call, as you will find many unsurpassable values.

Visit The Store With A Reputation
LEONARD BROS

Phone 381

24 St. John St.



A 5-inch, 4 column Quebec ad. poorly set up.

Making Regular Patrons of Transient Customers

See That Your Advertising and Windows Pull, That Your Stock is Well Selected, Service Polite and Prompt and Purchasers are Properly Fitted—The Value of Personal Letters

By A. E. EDGAR

The first impression of any store lingers longest in a customer's mind. If the initial impression is favorable each subsequent one is likely to increase its value.

Who can estimate the value of a regular customer? There can be little doubt in most merchants' minds that one regular patron is worth ten transient customers. In the olden days when regular patrons were more plentiful and transient customers the exception, when there was a transfer of a retail business the good-will, or regular patronage of the store was always considered. Sometimes it was believed to be of more value than the merchandise on the shelves and counters.

When once a man becomes a regular client of the store and

has settled in his mind the reliability of the establishment, he is easier to serve than a transient customer. He is generally more willing to accept what the store has to offer without cavil. He will pay the price asked as a matter of course, while the stranger may suspect imposition, and once he has confidence in a store it is the retailer's own fault if he ever changes his mind.

Too Busy Watching Others

Many shoemen are too busy watching other details to notice whether a customer, when he enters the store, has ever been inside its doors before. A man may deal extensively in some stores for years before he will be recognized by the merchant

as a regular patron. He may have purchased hundreds of dollars' worth of shoes at a particular shop and neither the proprietor nor his sales force, may even know his name. This is not good business. A merchant ought to know who are his customers and who are not.

The really wide-awake retailer, or some one in his employ, should be able to take up his city directory, and running over the list of names, be able to say: "This man and his family are regular customers here; this one is not. This one trades at Jones'; this one at Brown's." The field of operations should be studied as closely as the actual battle for sales. Unless a shoe retailer knows who are and who are not regular patrons, how is he to make an effectual fight for new trade?

The misfortune of most dealers seems to lie in the fact that they are following in the footsteps set for them by those who have gone before. They do not care to make changes in the existing state of affairs. A very large percentage are simply drifting along, following the lines of least resistance.

Why Does Not Customers Return?

Now, let us look into the reasons why, after a man has made his first purchase at a certain store, he does not return later to make a second purchase. They may be classed as follows:—

- (1) The store is not conveniently located.
- (2) Some other merchant's advertising has captured his trade.
- (3) He may have forgotten all about your store and his purchase.
- (4) He may have been only a transient wanderer from his regular store.

- (5) He may not have been satisfied with—
 - (a) Appearance of the store;
 - (b) Service of the salesman who waited on him;
 - (c) The style, fit or wear of the shoes purchased.

(1) *The store is not conveniently located.* It is not possible for all stores to be in the centre of the retail district. It is a good thing for the public at large that the retail district is not exclusively confined to a few blocks instead of having outlying embryo retail centres. No store, however isolated, but has a certain field of its own that is worth cultivating. It should be carefully and thoroughly worked. An inconvenient location may also mean that the purchaser was from another portion of the city, or he has moved away, or he was only visiting the city, or he may be dead. These are all reasons that might prevent his returning again.

(2) *Some other merchant's advertising has captured his trade.* That is what advertising is for. Every merchant has his competitor's advertising to overcome. He can do this best by giving good service, selling reliable shoes and using effective trade-winning publicity methods.

(3) *He may have forgotten all about your store and his purchase.* He may have been satisfied with the shoes and pleased with the courtesy and effort of the salesman who sold them to him. But he was in a hurry, perhaps, just dropped into the first store he came to, and does not really know where he made the purchase. This is not an infrequent case in the medium and larger cities.

He may even now be trading at a competitor's store, under



A BEAUTIFUL PRESENTATION IN SHOES WITH EFFECTIVE FLORAL ACCESSORIES BY THE OGILVY CO., MONTREAL

the impression he is trading where he made the purchase in question. Any merchant can recall cases where a customer has been positive a certain shoe was bought from him, when, as a matter of fact, he had never stocked that make at all.

(4) *He may have been only a transient from his regular store.* He may have seen a shoe on a friend that he liked the looks of, and been directed to your store. Or, he might have seen a particular shoe in one of your windows that caught his eye. Window displays are responsible for many strays away from the regular place of trading. By making your trims as effective as possible you can gather in many stray sales and by good service secure a new patron.

The Appearance of Your Place

(5) *He may not have been satisfied with (a) the appearance of the store.* This is a much-written-about subject. If the merchant followed out the ideas of some writers they would have to "scrap" all their fixtures and furniture about once a year. This is not necessary. But he should make an effort to keep up-to-date. For instance, a shoeman has a couple of the old time low settees or lounges. The covering has worn out, and some of the springs have collapsed. Suppose he comes to the conclusion that there must be a change; either new furniture must be purchased, or the old repaired and re-upholstered. To repair the old will cost just half of what will buy newer styles. Which should he do? The answer is obvious.

The store should be kept up-to-date in other respects. A telephone is a business convenience that apparently does not bring direct returns to the smaller shoe stores. Yet the loss of one or two customers through not having one might make it more profitable to install it.

A good button fastener machine will return its cost over an old one, in the amount of time saved during rush hours; so will a convenient arrangement of show cases, where certain styles of footwear may be selected in the shortest period of time.

Cleanliness is one item that cannot be too strongly emphasized. Men are not so critical as women in these matters, and that may account for the lack of care bestowed upon the floors and furniture of many shoe stores. Get a woman to take charge of the housekeeping duties in the store, and see what a change she will make in the appearance and wholesomeness of your daily home.

Politeness and Promptitude Win

(b) *Not satisfied with the services of the salesman who served him.* The average salesman in the shoe stores of Canada is no worse than those in other stores, or in other countries. Few of them are as attentive to what is their own interests as they should be. One will not be as particular as he might be in fitting the shoes he sells. He may have made no special effort to inform himself of how a foot should be fitted. Another will be sour and surly, another may be overbearing in his manners, another be careless, and go on the principle of, "Here it is, take it, or leave it."

The salesmen are not always to blame for this state of affairs. The retailer himself is just as bad, in some respects worse. At any rate, he is responsible for the behavior and deportment of his clerks. He does practically nothing to remove these deficiencies, but "storm" once in a while when he is in a particularly violent mood. Frequent consultations, an earnest endeavor to overcome difficulties, and an anxious desire to learn to do better on the part of both salesmen and proprietors, would result from a closer spirit of harmony and co-operation in the store's management.

Adopting a Good Follow-Up Plan

Not satisfied with the style, fit or wear of the shoe. Little need be said under this head. Styles carried should be up-to-the-minute if any pretence is made to up-to-dateness. Fit should be comfortable, conforming as nearly as possible to the customer's idea of a fit, together with what you know is a correct

one. Wear may be guaranteed only when reliable shoes are stocked.

Now, let us in conclusion look at a method of turning the transient customer into a regular patron. First, by following the advice already given and by avoiding the errors pointed out. Second, by adopting a follow-up plan similar to the one outlined.

When the salesman is making a sale the name and address of the customer should always be obtained and entered on the sales slips. The style of shoe and size should be placed there, as well as the price. This gives a record that may be used in case another pair is desired of a similar make and size.

A good salesman may be able to secure much valuable information about the customer and his family and connections. A friendly spirit may draw out considerable knowledge of which use may be made.

A card system should be maintained. This information, together with the date, style and size of shoe, etc., name and address, should be entered on a card. These cards form your mailing list for your follow-up literature.

Evincing Some Interest After

In a month's time a personal letter, from the clerk, might be sent out, inquiring about the service of the shoe, and expressing an appreciation of the custom, and asking for a continuance of the same. Other advertising literature might be sent with this. The merchant should be willing to remove any dissatisfaction that might arise, even to accepting an occasional loss. A dollar, or even five, may seem a lot of money, but is it too much to pay for a pleased customer?

Sixty days after the date of the sale a circular letter may be sent him telling about the repair department. By this time the shoes may require half-soleing, or rubber heels may be suggested. If the weather is opportune rubbers can be "played up" also.

In three months' time from date of purchase it is time to go after him to make another purchase. Keep him informed of the newest ideas in foot coverings.

In all, we would suggest a letter each month for the first six months, all of them prepared along a definite line, showing the appreciation of the store for the past favor, and urging a continued patronage. At the end of six months the name may be transferred to a general list to whom all general advertising is mailed.

Getting Your Share of the Trade

These are only suggestions, of course. Each shoeman must work out the idea to fit his own business. But it seems to be a very reasonable proposition that, because a man comes once to a store, that he should be urged to return again. The first purchase pays such a small profit that it is very desirable to secure him as a regular patron, so that many transactions may be effected and the profits increased.

This might appear to be an elaborate scheme for securing business. It is not half as big as it appears. Duplicating machines may be purchased at reasonable figures. One that would serve the purpose of a small business could be secured for perhaps \$25. But even if a hundred dollars was spent for this outfit, the amount of real, profitable business that can be secured from circular letters is almost incalculable. The labor can all be done in spare time, in slack seasons. If a retailer once gets started along this line of advertising he is sure to devise a large number of ways for corraling business. The aggressive shoeman gets the trade. Business can be secured by going out after it. *Are you getting your share?*

When you dress a show window, see that you get the main feature of the display at a height where it will most easily be taken in by the eyes of the passerby.

If a customer goes to a department store for goods that are in your line isn't it possible that it is because you have not advertised or displayed those goods?



Single Column

621



Double Column

622



Single Column

623

Any of these single column cuts
can be had for 80c. each, double
column cuts \$1.50 each.
ORDER BY NUMBER

Art Department
ACTON PUBLISHING COMPANY
LIMITED
Montreal Toronto



Single Column

625



Single Column

626



Single Column

624



Single Column

627



Single Column

628



Single Column

629



Single Column

630



Double Column

631



Single Column

632

In and Out Among Canadian Shoe Manufacturers

Prominent Montreal Firm is Reorganised—Well-known Western Ontario Factory Will Build Extension—Perth Concern Will Make Women's Welts—Various Movements of Men in the Trade—Some New Ventures

Charles F. Hayes, superintendent of the Aylmer Shoe Co., Aylmer, Ont., has resigned his position.

E. P. Mullarkey, of the William A. Marsh Co., Quebec, spent a few days last week in Toronto on business.

A blaze broke out the other day in the Hartt Boot and Shoe Company's factory, at Fredericton, N.B. The damage was slight.

Frank H. DeLancey, J. & T. Bell's new superintendent, is installing a new system calculated to get orders through the factory more expeditiously.

E. E. Pritchett, of Brockton, Mass., representing the Tubular Rivet and Stud Co. was in Toronto recently, calling upon the trade.

Harry D. McKellar, of Berlin Felt Boot Co., has returned after a business trip to Winnipeg and other points West.

Frank Grayson, foreman of the treeing and packing rooms for the Relindo Shoe Company, Toronto, has gone to Montreal, where he has accepted a position.

A. J. Matthews, superintendent of the Murray Shoe Company, London, Ontario, Canada, has been visiting the New England shoe centres in the interests of his firm.

George Hayward, for ten years foreman of the cutting department of the Slater Shoe Co., Montreal, has given up his position with this firm and returned to the United States.

A regular dividend of one and three-quarters per cent. for the past quarter has been declared on the preferred capital stock of the Ames-Holden-McCready, Limited, London.

L. Crowell, business manager of the Robert Taylor Co., Halifax, recently purchased an attractive summer home in Dartmouth.

J. A. Adams, of the Rideau Shoe Co., Montreal, has returned from an extended trip to New York, Philadelphia and Boston.

A. Ramsfelder, of Ramsfelder, Erlick and Co., manufacturers of the Rest Shoe, Cincinnati, Ohio, was in Toronto last week on business.

E. Lepine, vice-president of the boot and shoe workers' union, in Montreal, has returned from a visit to the important shoe centres in the Western States.

Norman MacFarlane, of the MacFarlane Shoe Company, Montreal, was in Toronto and Hamilton during the past few days.

Jack McCrudden, who lately resigned the superintendency of the Tetrault Shoe Manufacturing Co., Montreal, has accepted a similar position as superintendent of the Wayland Shoe Co., Montreal.

Maurice Fauteaux, for the past three years manager of the fitting department of the J. & T. Bell, Limited, and formerly of Quebec, has started the manufacture of shoes on his own account in Montreal. He will make a woman's high grade turn and welt shoe.

W. G. Gorham, president of the Gorham Revere Rubber Company, of San Francisco, lately paid Vancouver a visit. He investigated conditions there regarding the possibility of establishing a branch of his industry. No definite site was selected.

J. I. Chouinard, president of the Regina Shoe Company, of Montreal, was spending a few days in Boston looking over the products of the factories. He states that the business of his firm has picked up during the past year at a wonderful rate.

Eugene Gibeau, of the Rideau Shoe Co., Montreal, was married recently. About 150 fellow workmen gathered and presented him with \$100 in gold, in Massy Hall, Maisonneuve. He was also presented with \$100 in gold from the Rideau Shoe Co.

George W. L. Hersey, for the past year foreman of the

fitting department for the Pratt Shoe Co., of Natick, Mass., has accepted a position with the Murray Shoe Co., of London, Ont., as foreman of their well equipped fitting department.

P. Herlighy has been appointed superintendent of Ames-Holden-McCready's factory No. 2, in Montreal, succeeding J. J. Jordan. Mr. Herlighy has had considerable experience in the United States, and was formerly connected with the T. G. Plant factory, at Jamaica Plains.

The Cook-Fitzgerald Co., of London, report that for some time they have been considering the manufacture of ladies' shoes, and they may in the near future get out a line of ladies' high grade welts. A definite decision will be reached shortly.

Foundations have been laid for Kirvan-Doig's new factory, in Maisonneuve. The work is proceeding rapidly, and the company will be able to get into it by September. In the new building their capacity will be 1,200 pairs a day. Mr. Doig states that they will very much appreciate the extra output.

The Montreal Association of Superintendents and Foremen met recently in their new rooms, which they have engaged for the summer months at the Astor Hotel. There was a large attendance and a very successful meeting was held. President E. F. Leonard presided. Returns were made from the recent euchre and ball, which was held by the association, and was a pronounced success.

Recently the citizens of Amherst, N.S., tendered a complimentary banquet to N. Curry, president of the Canadian Car & Foundry Co., and also president of the Canadian Manufacturers' Association. For 33 years Mr. Curry has been regarded as Amherst's first citizen, and has contributed much to the development of the town. The gathering was presided over by C. S. Sutherland, president of the Amherst Board of Trade and manager of the Amherst Boot and Shoe factory.

The \$30,000 of bonds of the Perth Shoe Co., of Perth, Ontario, have been sold since the by-law was passed by the ratepayers a few weeks ago. H. H. Lightford, superintendent of the company, expects that they will shortly be on a good substantial footing, and it is their intention to confine their business exclusively to a woman's welt boot, retailing at \$3.50. They believe that this will prove a strong line and feel that there will be a ready market for this range of shoes.

The Sullivan & McNally Company, of Paterson, N.J., have been awarded the contract to erect a new shoe factory at Bideford, Maine, for the Bideford Improvement Company. A. F. McNally, who is vice-president of the company, is a son of the late John McNally, Egmont Bay, and a brother of John J. and Philip McNally, of the same place. Mr. McNally has been away for twenty years and is among the successful Prince Edward Islanders who are making good abroad.

J. Schryburt, shoe manufacturer, 641 Somerset Street, Ottawa, reports that he is busy on men's, boys' and youths' shoes. His new factory is being operated to a constantly increasing extent, and will turn out several thousand pair of hockey boots this season. Mr. Schryburt has a patent box toe, which, for durability, ease and comfort, is winning a wide reputation, and is used in all his hockey boots. His brother, F. Schryburt, late of Quebec, is now associated with him in the manufacturing line, and the prospects for trade are bright.

Plans have been adopted by the Brandon Shoe Company for a large extension to their plant on Pearl Street, Brantford, Ont. An addition some 60 feet in length will be added to the present factory building, as well as a third storey, making the plant altogether 180 x 40 feet in dimensions. The addition will give the company a capacity of

1,000 pairs of shoes per day, and it is stated that it is only a matter of a year or two before much larger premises will be required.

Eugene Guay died in Montreal last month, after a protracted illness. Mr. Guay was an honored citizen of St. Henri, of which city he was mayor just prior to its annexation to Montreal. Afterwards he represented the ward in the City Council. He carried on for many years a counter manufacturing business, and the company is now supplying makers of shoes in all parts of Canada. His sons will carry on the business as usual, A. Guay acting as superintendent and E. Guay attending to the outside work.

Messrs. C. Ash & Sons, of Harbor Grace, Newfoundland, have been very busily engaged the past few weeks in installing the machinery for their new boot and shoe factory. They are now attending to the wants of some Labrador customers, and the factory will soon be in full swing. Mr. Ash, Sen., whose 56th birthday occurred recently, has been at work since his 15th year, and has had 37 years of experience in boot and shoe factory work. The firm will soon have for display some novelties in ladies' and men's styles of their own designing, besides standard varieties.

Corporation Agencies, Limited, have secured control of the Slater Shoe Co., Limited, Montreal, having taken over 75 p.c. of the stock on terms offered, and accepted by the principal shareholders. H. A. Lovett, K.C., is president of the new company, the other directors of which are C. H. Cahon, Herbert A. Beatty, L. P. Deslongchamps, R. Brutinel and G. F. Gyles. Charles E. Slater, former president and general manager, will be retained by the new concern, who will have the advantage of his experience and connection with the trade. Harry Thompson will continue as sales-manager, it is announced, while Mr. Leonard remains as superintendent. While a general re-organization will eventually take place, the new concern will continue under the present charter for the time being, the capitalization remaining \$300,000 preferred and \$500,000 common stock. Corporation Agencies, Limited, announce that no new issue of stock will be put on the market.

Travelers Want Nine-Foot Sheet

A despatch from Watertown, N.Y., says: A state inspector of hotels, nine-foot sheets, and abolishment of the roller towels in hotels, are among the reforms demanded by the state convention of United Commercial Travelers, who recently met here. The travelers complain that the seven-foot sheets used in hotels allow the blankets, which in some cases are not changed frequently enough, to come in contact with the face and aid in spreading diseases. Resolutions were adopted urging laws to cover the subject.

Placed on Free List

The Canada Gazette announces that the following article used as material in Canadian manufacture is, among several others, transferred to the list of goods which may be imported into Canada free of duty, until otherwise ordered: Hard rubber in strips or rods, but not further manufactured, when for use in Canadian manufactures.

Trumbull Warren, of the Gutta Percha Company, Toronto, said he was unable to estimate just to what extent his company would be affected by the placing of hard rubber, in strips or rods, on the free list.

Small Margin of Profit

The shoe and leather trade is conducted on a small margin of profit. Shoe manufacturers pay about 62 per cent. of the total value of their manufactured product for raw material; about 20 per cent. for labor; about 6 per cent. for salaries, rent, light, heat, power and the like; about 6 per cent. for miscellaneous, making a total of 91 per cent. This leaves them nine per cent. from which to pay their selling charges, to meet emergencies, and to make good losses. What they have left is profit. While the margin of profit appears exceedingly small, yet many men and firms are carrying on a shoe manufacturing business successfully.

Tanners pay nearly 80 per cent. of the total value of their manufactured product for hides and skins, tanning agents, rent, light, heat and power. They pay about 19 per cent. for labor and about 5 per cent. for salaries. This

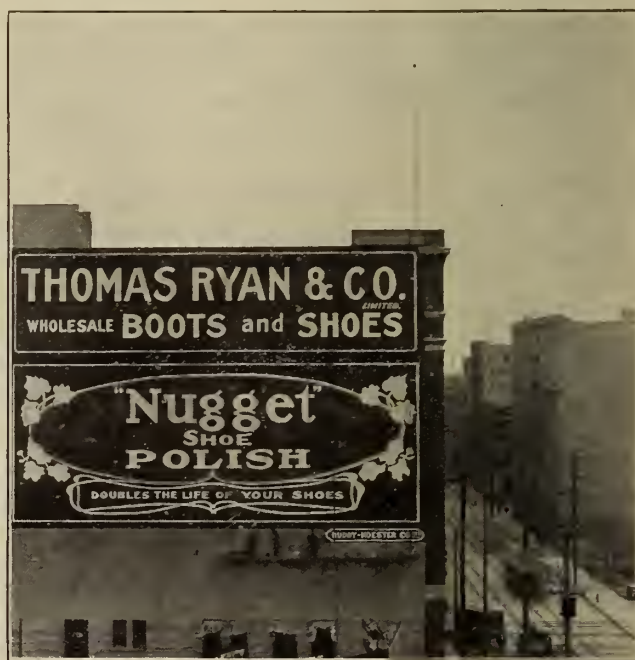
makes a total of 95 per cent. From the remaining 5 per cent., they pay selling charges, meet emergencies, and make good losses. What they have left is profit. While the margin of profit appears small, numbers of men and firms are carrying on a successful leather manufacturing industry.

Put the Weight on Shipments

Campbell & Anderson, of Taber, Alta., write the *SHOE AND LEATHER JOURNAL* as follows: "We beg to draw your attention to an idea which appeals to us in regard to freight shipments. The Hudson Bay Knitting Co. have adopted the idea of putting on the invoices the exact weight of the shipments, and the rate per 100 lbs., with the total amount of freight payable on the shipments, for which the invoices call. We believe that if this system were adopted generally by manufacturers and wholesalers it would be of inestimable benefit to the retailers, who have not any check on weight of shipments except by weighing them on receipt. If you have any means of drawing this to the attention of the parties concerned, we believe that it would be very much appreciated by the retail merchants in the West."

An Enterprising Firm's Big Sign

The attractive "Nugget" wall sign is one of the largest in Canada and occupies a commanding position on the Ryan wholesale house in Winnipeg. It was executed by the Ruddy-Koester Co. The words "Nugget Shoe Polish" are



in large white letters, on a maroon background. The vine work is of pearl green and on dark green backing, which makes the announcement stand out very distinctly. The Nugget Company have been complimented on the artistic and effective display, which is giving their products much beneficial publicity in the prairie capital.

New Kind of Insole

A new insole, with moulded shank for welt shoes, has appeared on the market. It is of canvas. The shank is moulded and stiffened with celluloid composition. It is claimed that this sort of an insole and shank will support the arch of the foot. It is also claimed that it is cheaper than ordinary insoles.

Canadian Day at Boston

James D. Farnworth, of Farnworth, Hoyt & Co., Boston, was recently in Montreal and Quebec, during which he succeeded in interesting many Canadian shoe manufacturers and other representatives of the trade in the Sixth National Shoe and Leather Fair, which will be held in Boston from July 10th to 17th. The feature of the big show will be Canadian Day, which will be on Friday, July 12th.

Mr. Farnworth says that although the observance falls

on one of the Canadian shoe manufacturers' busiest periods, there will be a large representation of these and their factory superintendents at the Boston Week and Fair. He reports that business is good among the Canadian manufacturers, and that the general feeling as to the future is optimistic.

Mr. Farnsworth will visit Toronto and other centers in Ontario shortly, and expects that a considerable delegation of Canadian members of the trade will come to Boston in July from that section.

How the Cost Goes Up

The following percentages of increased costs of making shoes have been compiled by Mr. Evans, secretary of the Brockton Shoe Manufacturers' Association: Black calf leather, 19; Russia calf leather, 20; sole leather, 14; kid leather, 7; sheep leather, 5; counters, 11; box toes, 13; heels, 11; top lifts, 14; welting, 9; insoles, 11; outsoles, 13; lasts, 11; patterns, 8; linings, 9; cotton thread, 7; silk thread 7; other trimmings, 10; laces and buttons, 7; cements, shells, stains, etc., 14; shanks, 4; cases and cartons, 11; office supplies, 5; labor, 12.

Retail Business Effected By Weather

The wholesale shoe establishments are fairly busy with sorting orders, although this line is not as active as it would be were the weather of a more favorable character. The cold days and rainy weeks have resulted in retailers complaining that oxfords, pumps and colonials, as well as white goods, have not been moving as freely as they should. People seem to be in no haste to buy until they can don their entire summer toggery from head to foot. The trade generally is hoping for decidedly warm weather. It is a strange fact, but nevertheless true, that the shoe trade is getting more like the millinery business, not only in the matter of frequent changes of styles, but also in its dependence on climatic conditions. Of course, there are the usual lines that sell the year round, but the specialty and novelty stuff is largely ruled by the seasons. Orders for fall and winter lines have been coming in fairly well, and many travelers, who have concluded their Western trips, report a very gratifying increase in the number of bookings over those of a year ago. Shoe factories are practically all busy, and are preparing to get their spring and summer samples for 1913 in shape. These will be ready about a month from now. The increasing price of leather is the topic of speculation and anxiety. There is no doubt that another advance in the wholesale price of shoes, particularly in the better grades, will be put into effect before the period for spring selling starts in. Manufacturers recognize they must have more money, for tanners are demanding, in some instances, several more cents a foot for leather, owing to the high figures they have to pay for all kinds of hides. A number of Eastern shoe manufacturers, whose output is handled by jobbers, have written the latter, withdrawing all quotations, and now additional orders are a matter of mutual arrangement, so far as the price is concerned.

A Shoeman's Service to the Public

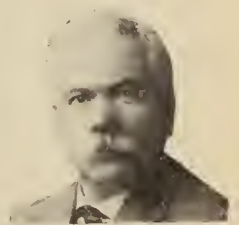
Fifteen years in the wholesale boot and shoe business, and doing to-day six times the volume of trade that he did the first year that he was established, affords a glimpse of the progressive record of the A. W. Ault Co., Limited, of Ottawa. Mr. Ault is built on broad gauge lines, and finds time to serve the city, of which he is a respected resident, in various capacities. This year he was elected a member of the city council for the new Capital ward, and it was a case of the office seeking the man. He is a member of several important civic committees, and is taking a decided interest in beautifying and improving Ottawa. He is a member of the council of the Board of Trade, a director of the Protestant Hospital, and a past president and treasurer of the Y. M. C. A. Previous to coming to Ottawa, he was a member of the Stormont County Council for a number of years. Mr. Ault was born in Aultsville, Stormont County, where a general store was



established 65 years ago by his father, I. R. Ault. This business is still in existence, and enjoys a wide patronage throughout the county. It is conducted under the name of Ault Bros., of which Chas. S. is president, and A. W., secretary. The latter broadened his mercantile experience by five years' residence in Chicago, returning home on the death of his father. After a short stay in his native village he landed in Ottawa and joined forces with J. V. Poaps, wholesale shoes. The firm was known as Poaps and Ault for three years. Since 1900 the house, which employs five travelers, and has an extensive connection, has been styled A. W. Ault Co., Limited. They carry a select and representative stock.

The New Manager of Logan Tanneries

James P. Donald is a veteran in the leather business. He became identified with the trade in 1874, with the late Daniel McLean, leather merchant, of Toronto, with whom he remained seven years. He then went to Louisville, Kentucky, where he was employed by Mantle and Cowan for five years. He then returned to Toronto and rejoined Mr. McLean. Afterwards he became identified with Beal Bros., with whom he remained several years. About twelve years ago he went to Lindsay as secretary of the R. M. Beal Leather Co., whose business he materially helped to work to the large volume that it enjoys to-day. Mr. Logan left early in June to take charge of the Logan Tanneries, Limited, at Pictou, N.S. These tanneries were established by the late John Logan, in 1855, and are well known in the Maritime Provinces in connection with their output of sweat and slaughter sole leather. During his residence in Lindsay, Mr. Donald took a very prominent part in the civic, religious and political life of the town, and his departure is generally regretted by a large number of citizens, who wish him every success in his new sphere of operation.



Some New Inventions

The following information is specially compiled for the SHOE AND LEATHER JOURNAL, by Messrs. Hughes and Young, patent agents, of 55, Chancery Lane, London, W.C., England, of whom our readers may obtain all information and advice on all matters relating to patents, designs and trade marks.

W. A. Boston, 8, Market Place, Norwich. Galvanic Boot Socks.—A pair of socks to be worn inside boots or stockings is formed with a plate of zinc in one sock and of copper in the other, the metal being exposed on both sides of the socks, so that each sock may be reversed and worn on either foot.

H. Cottrell, of Rosslyn House, Westbury on Tyne, Bristol. Clogs, protectors for.—A protector for Japanese clogs or "geta" is formed as an angle piece, having a shank or shanks, which are driven into the heel part of the clog. A second protector for the forepart of the clog has a forwardly inclined part, which bears against the inclined part of the clog.

Adrian & Busch, of Oberursel, near Frankfort-on-Main, Germany. Nailing boots, etc.—In lasting, nailing, or like machines, the spring for imparting movement to the hammer for driving tacks, etc., is put under tension after the hammer has been raised, and just before the blow is to be imparted. The hammer is driven downwards by a torsion spring, to one end of which an arm is fixed, having jointed to it a rod bearing on the hammer. The other end of the spring has fitted to it a plate, which is adjustably secured to a sleeve, mounted on a tube enclosing the spring. The sleeve is rocked, thus twisting the spring by a cam on a cam shaft, which moves an arm on the sleeve through a link and a bell crank connection. The hammer bar is raised by a cam on the front of the shaft. The cam is provided with a short projecting portion, which causes the spring to be put under torsion just before the cam permits the hammer to fall. Immediately after the blow, the cam falls to its normal level.

Lights and Shadows of the Boot and Shoe Trade

What Is Going On Among Retailers, Travelers, Wholesalers and Other Interests—Personal Paragraphs of Interest—Business in All Parts Is Most Promising—The News in Short Shape

W. G. Marshall and W. S. McKay have embarked in the boot and shoe business in Moose Jaw, Sask.

Guelph residents will shortly vote on a proposal to grant aid to the McKenzie boot factory.

The assets of Mrs. E. A. Guimont, Montmagny, Que., have been sold.

E. P. Lunun has started a retail shoe store on Mount Hamilton, Hamilton, and is doing well.

F. J. Lashbrook, of London, Western representative of Getty and Scott, Galt, Ont., has returned from a successful business trip throughout the Western provinces.

M. Walsh has erected a fine new store in Golden City, which is a credit to the business interests of that place. He has moved into his new premises.

R. J. Trethewey, late of the firm of Trethewey, Karn and Co., wholesale shoes, London, intends taking an extended trip throughout Western Canada.

James Wade, shoe retailer, of Sarnia, has recently added to his equipment by installing a Champion stitching machine.

J. M. Peterman and R. M. Smith, of the Slater Shoe Co., Montreal, have returned from a busy and extended trip to the Western provinces.

W. C. Myers, of the Rideau Shoe Co., has returned to Toronto, after a successful tour of the Western provinces, extending over several weeks.

F. Henderson, of F. & F. Henderson, Vancouver, who represent the Kaufman Rubber Co., on the Pacific Coast, was in Toronto and Berlin last week on business.

The Cameron Private Stock Co., manufacturers of shoe and leather dressings, have opened at 263 King Street West, Toronto.

B. Woelfle, sales manager of the Kaufman Rubber Co., Berlin, has resigned his position, and will represent several important footwear companies in Berlin.

Charles C. Cummings, proprietor of the Slater shoe stores, Toronto, accompanied by his wife and children, left recently on a two months' trip to Europe.

H. Hyams, shoe dealer, Montreal, has made an assignment. G. Duhaillie has been appointed curator of the stock.

Alfred Haire, S. G. Amero, and W. A. Allen, of United Shoe Machinery Co., Toronto, spent a few days in Montreal last week on business.

D. J. McDonald, of Antigonish, N.S., has bought out the business of G. A. Fraser. Mr. McDonald was formerly bookkeeper for Somers & Co. of Antigonish. He has a fine stock of shoes and men's wear.

L. Godbolt, of Winnipeg, representative of J. & T. Bell, Limited, Montreal, has returned to his home in the Western city, after a jaunt over his ground, in which he booked some big business.

Robert Wilson, the oldest shoe retailer in Hamilton, who will next year celebrate his golden jubilee in the boot trade, left this week on an extended trip to the Old Country. He was accompanied by Mrs. Wilson.

A meeting of the shoe repairers of Kingston was recently held to make an arrangement for an advance in prices on the new schedule was agreed upon, increasing the figure by 10 per cent, owing to the high cost of leather and other supplies.

Four hundred and sixty-two Bibles were placed in hotels by the Gillies & Co. (Christian Commercial Travelers' Association) a few days ago. The shipments were to Waldorville, Dunnville, St. Mary's, Victoria Harbor, Ridgeville and Tweed.

The sudden death of John Huff, of Courtville, Ont.,

came as a great shock to his many friends. He had been ill but a short time with typhoid fever and pneumonia. Mr. Huff was a shoemaker by trade and for many years conducted a shop in the stand occupied by the River Front Drug Store.

J. A. Smith, representative of D. D. Hawthorne and Co., Toronto, returned from his Western Canada trip last week. He has covered that ground for the past ten years. He reports trade as being exceptionally good in all the larger centres, and says that business on Vancouver Island is enjoying a boom such as was never before experienced.

Albert Lea and Morris Perrin, two Toronto boys, were found guilty recently of robbing the shoe premises of Meehan and Reegan, of St. Thomas. They broke into the store early one morning and carried off ten pairs of shoes, three suit cases, and other goods, which were found in their boarding house. The boy burglars were remanded for sentence.

Frank E. Rousseau, who was injured some months ago, when jumping from a train, resulting in the loss of his lower limbs, is now residing at 215 Davenport Road, Toronto. He has been fitted out with cork limbs, and is able to move around with the aid of a cane. He expects to have freer use of his legs in a few weeks, and to resume his position on the road for the Relindo Shoe Co., Toronto.

Joseph H. Bates, of the Regal Shoe Store, Yonge St., Toronto, has disposed of his interest, and severs his connection with the firm on July 1st. His health has been none too good of late months, and it is not likely that he will re-enter the retail line. He will shortly take an extended trip through the West, and may engage in another department of the shoe business.

F. Witheridge, Northern Ontario representative of McLaren and Dallas, Toronto, has returned from a trip through that country. He was in Cobalt at the time the recent fire broke out, and had only a few minutes to rescue his trunks from the Cobalt house. The stores of Milton Carr and Son and Leonard Coyne, who carried heavy stocks of shoes, were burned, the latter's stock being completely wiped out.

The Granby Rubber Co. are opening a warehouse in Montreal. They have secured a four-storey building on St. Peter Street, next door to Jackson & Savage, and opposite the Board of Trade building, where they will carry a full stock of rubber footwear. George Cain, general sales manager, will have supervision of both the Montreal and Toronto warehouses.

Richardson and Scott, shoe specialists, of Seaforth, Ont., have dissolved partnership. The business will be carried on by H. R. Scott, who intends making decided improvements to the interior of the store. T. Richardson who is retiring, has been in the shoe trade in Seaforth for twenty years, and is considered one of the best shoemen in Western Ontario. He intends leaving on an extended trip to the West.

Travelers report a brisk demand for white shoes of all kinds throughout the country. Some wholesalers claim they cannot get enough white stock to satisfy the demands of their customers. Certain jobbers also report a scarcity of tan buttons, colonials and pumps. The season certainly appears to be a white and tan one in all the leading centres. Many retailers throughout the country, in response to the white wave, have been making special window displays, which have brought in big business.

Andrew Bilger, a prominent citizen of Dunnville, passed away at his residence recently, at the age of 77 years. Mr. Bilger, who was born in Germany, came to Canada in 1854, and for over forty years conducted a shoe business at South Cayuga, retiring some years ago and moving to Dunnville. He was a staunch Liberal and a member of the German Methodist Church. He is survived by his widow, one



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daughter, Mrs. Edward Snider, and three sons, William F., of Toronto; John E., of the Breithaupt Leather Company, Berlin, and Chas. R., insurance broker, of Dunnville.

The early closing by-law passed by the Hamilton City Council, ordering that retail shoe stores should close at six o'clock on three nights of the week, is not likely to be carried out, according to word received from that city. Some dealers have, it is said, been violating its provisions, and the magistrate has refused to try the alleged infractions on the ground that the petition was not properly signed.

The fire, which broke out a few days ago in the three-storey brick building at 468 King St., Toronto, destroyed the plant of the Scholl Mfg. Co., manufacturers of foot specialties and orthopaedic appliances. The company carried an unusually large stock, and was very busy with orders. Everything in the line of supplies was destroyed, including the machinery, stock and plant. The loss is estimated at \$30,000, and is only partially covered by insurance. Efforts are being made to obtain new and enlarged premises, and it is expected that the work of the company will soon be under way again. Dr. Scholl, of Chicago, head of the organization, and Mr. Robert L. Kimber, the local representative of the company, state that arrangements will be perfected this week to continue operations on a much larger scale in Toronto.

It Was Born In Him

William H. Jardine comes naturally by the shoe instinct. His father was for a number of years on the road selling footwear, previous to his appointment as a Canadian Trade Commissioner to South Africa, which position he



was filling at the time of his death. "Billy" Jardine, as he is familiarly known to the traveling fraternity, has been for twelve years with the W. B. Hamilton Shoe Co., of Toronto, and covers the Province of Manitoba. For a long time he was with the firm of H. & C. Blachford, being manager of their old King Street store, Toronto. He has found that his retail experience has served him in good stead and broadened his insight into the selling game. Mr. Jardine resides at Eglinton, north of Toronto, where he has a cosy home and a large garden. He is fond of horticulture, and, when he lays down the grip, he picks up the hoe in his leisure hours. He is an enthusiastic amateur photographer, and has a representative collection of pictures. Of a genial nature and generous, he is well liked by a wide circle of friends, and he never is afflicted with the blues. He has learned to look upon the bright side of all life's problems.

News Notes from Quebec City

Frank McKen, of the C. E. McKen Co., was in Boston last week on business.

E. P. Mullarkey, superintendent of the Wm. A. Marsh Co., who was ill for some time, is able to assume his duties.

N. Fortier, tanner, of this city, recently put in a new pressing machine, which is giving satisfaction.

J. Gobert & Frere have opened a shop in the city, where they will make men's, boys' and youths' shoes.

Huot & Bedard have bought the shop of the late I. Bedard, of Lorette, and will continue to make the same kind of shoes.

O. Plamondon and R. Rouillard have taken positions on the road for the firm of Duperc and Garant, who are doing a nice business.

Owing to the cold and unfavorable weather retail shoe dealers report that business has not been as good as it would otherwise have been, and many of them have about all the stock they can carry at present.

Stewart Ritchie, of the John Ritchie Co., was in Boston last week for a few days. Their firm is very busy at present, and several new lasts have been added, which are taking well with the trade. On account of the large number of orders they have received the Ritchie Co. have decided to build a new addition to their already large factory.

A delegation of English manufacturers and capitalists arrived in the city last week, and were welcomed by the mayor, aldermen, and various members of the Board of Trade. The visitors spent Sunday in the city. After their trip to the eastern and western portions of the Dominion, the party will return and stay a few days in Quebec, where the members will inspect the shoe factories and other industries.

Among the visitors in Quebec during the past few days were Geo. G. Lennox, Winnipeg; Geo. Ryan, of Thos. Ryan, Winnipeg; H. G. Middleton, Winnipeg; M. B. Steine, Montreal; Jos. Lovengie, of Mullen Bros., Brockton; G. Pringle, of Canadian Cement and Blacking Co., Hamilton, Ont.; H. Parker, of the Dominion Supply Co., Montreal; J. H. Sauve, of Sauve & Perras, Montreal; A. E. Matthews, of E. W. Mudge, Montreal; D. Sutherland, Pictou; C. Parkins, of J. Spaulding & Sons Co., Boston; E. Fournier, of Plessisville; F. S. Odell, of Toronto; and L. H. Dupre, of Independent Box Toe Co., Montreal.

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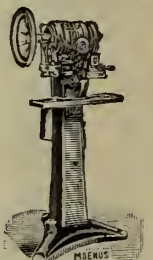
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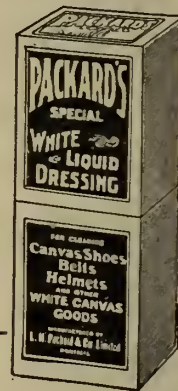
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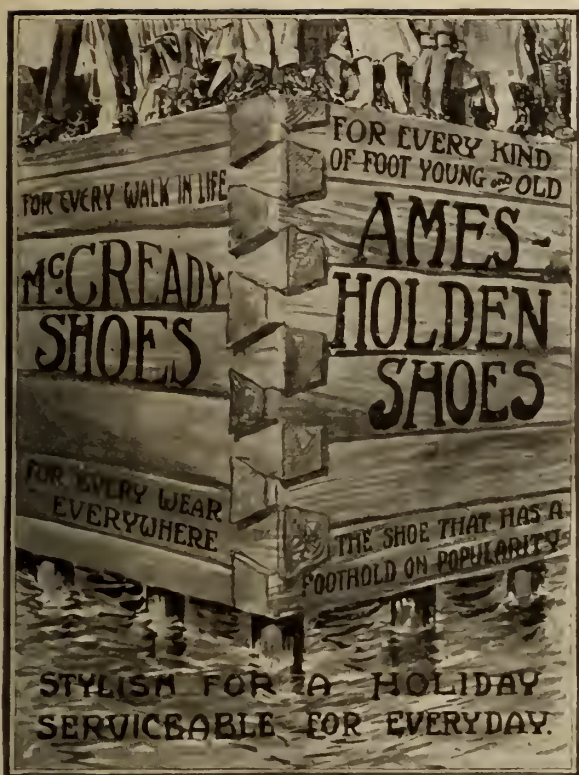
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TORONTO MONTREAL



Get Your Eye On a 50% Increase This Year

You can make it by selling Ames-Holden and McCready Shoes—and by letting people know you have them.

Our strong retail advertising helps will create this greater demand, but it is up to *you* to stock sufficient shoes to meet the demand.

The poster reproduced herewith is a sample of the kind of effort we are putting forth to help you get more and better business.

There are newspaper ads., show cards, and other forms of publicity as well that are free to all our dealers.

Why play the game alone, when you can get business more quickly and easily with our help? A post card brings information.

Newspaper Electros Free to Dealers. Secure a Supply.

Ames-Holden-McCready, Limited

Montreal - St. John - Toronto - Winnipeg
 Calgary - Edmonton - Vancouver



The Woman's Shoe that gives comfort with its style =====

AFTER all, it's comfort that really decides a woman to buy "another pair of the same shoes."

Of course, there isn't one woman in a hundred who won't look for, and appreciate, style in the shoes she buys. In fact, it's style, in most cases, that induces her to buy. But there are so many shoes that give style and so few that combine it with comfort, that when she strikes such a shoe she'll remember its name and where she obtained it. That's what makes repeat sales for "Cleos."

They give style "right up to the handle" and comfort "to the last stitch."

Popular Priced
\$3.50 and \$4.00
=====(retail)=====

CLEO SHOE COMPANY
LONDON, ONT.

DAVIS CALF LEATHERS

Because in the Davis Tannery quality has been placed before price, and satisfaction before profit, Davis Leathers are held in high esteem by those Canadian shoe manufacturers who take greatest pride in their products.

Davis Leathers do not compete with other leathers in price, because we cannot afford to cut quality to meet competition. The reputation of Davis Leathers is more valuable as a business asset than increased profits of short duration.

The fact that it has been found necessary to greatly enlarge the Davis Tannery is proof positive that Davis quality and satisfaction are appreciated by Canadian shoemakers.

You should see samples of Davis Leather. You will be impressed with their goodness. Send for some to-day.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET - - - - - ONTARIO

The Largest Group of
Retailers, Tanners and
Manufacturers

Sixth National Shoe Second National Shoe BOSTON,

CANADIAN DISPLAY

All Canadians who expect to attend will make every effort to be there.



A union meeting of the National Shoe Retailers' Association, the Southern Shoe Retailers' Association and a score of state and local associations will be held at the Shoe and Leather Fair on

Friday and Saturday, July 12 and 13

Ocean outing on Thursday, July 11, complimentary to visiting shoe and leather buyers and under the auspices of the New England Shoe and Leather Association, assisted by twenty allied organizations.

Special trip to North Shore.

Something doing every minute of the week to interest shoe retailers, manufacturers of shoes, leather machinery and allied trades.

Exhibition Space

may be obtained at low rates. All details from our nearest office.

\$62.50 to \$288, including equipment.

COME

Low Round Trip Fare to Boston and Return for the first half of July. Ask your agent.

Jacobsen Publishing Co.
183 Essex Street

2 STONE ST., N.Y.

415 ARCH ST., PHILADELPHIA
Also Published

ng of Shoe Re-
d Shoe Manu-
r Held.

and Leather Market Fair and Leather Week

JULY 10-17

AT THE FAIR

t the Fair, should make an
DAY, JULY 12th

Every person connected with the shoe and leather industry should visit Boston at least once a year. Make your trip during the week of July 10-17 and meet hundreds of your friends.

Ocean Outing, Thursday, July 11.

Canadian Day, Friday, July 12.

Superintendents' and Foremen's Day, Saturday, July 13.

North Shore Trip, Monday, July 15.

BOSTON DAY, for visiting retailers, Tuesday, July 16.

Special meetings of National Tanners' Association, National Wholesalers' Association, National Shoe Travelers' Association, Southern Shoe Travelers' Association, Associated Shoe Company.

rail and water to
e during the month
cket agent for rates.

COME

Exhibitors

have special privileges which others may not enjoy. BE AN INSIDER.

Co., Managers
t, Boston

136 W. LAKE ST., CHICAGO

"Leather"



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.

Linton's Waterproof Welts Are All That The Name Implies

They are a *real* sloppy weather boot, with a heavy oak-tanned sole. *Guaranteed* waterproof.

For all that, they *look* neat, and they *are* comfortable. Not at all like the "brogans" so often dignified by the name waterproof.

Ask us more about them.

Jas. Linton & Company

Factory and Head Office
MONTREAL

Branch
WINNIPEG



How We Have Grown—and Still Growing

The first few months of 1912 show a further satisfactory growth and our **BLACK CAT** continues to thrive. We want every Dealer, Jobber and Manufacturer to help us make it as large as possible for 1912. Can we count on YOUR assistance. We will be pleased to furnish, without charge, any electroplates to use for catalogue work or any other advertising.

CAT'S PAW CUSHION RUBBER HEELS

Cat's Paw Rubber Heels have all the advantages of ordinary rubber heels, and—besides—the Patented Friction Plug—in the back part of the heel—just where the wear comes—keeps you from slipping on wet sidewalks, and also makes the heels wear much longer than the old-fashioned kind.

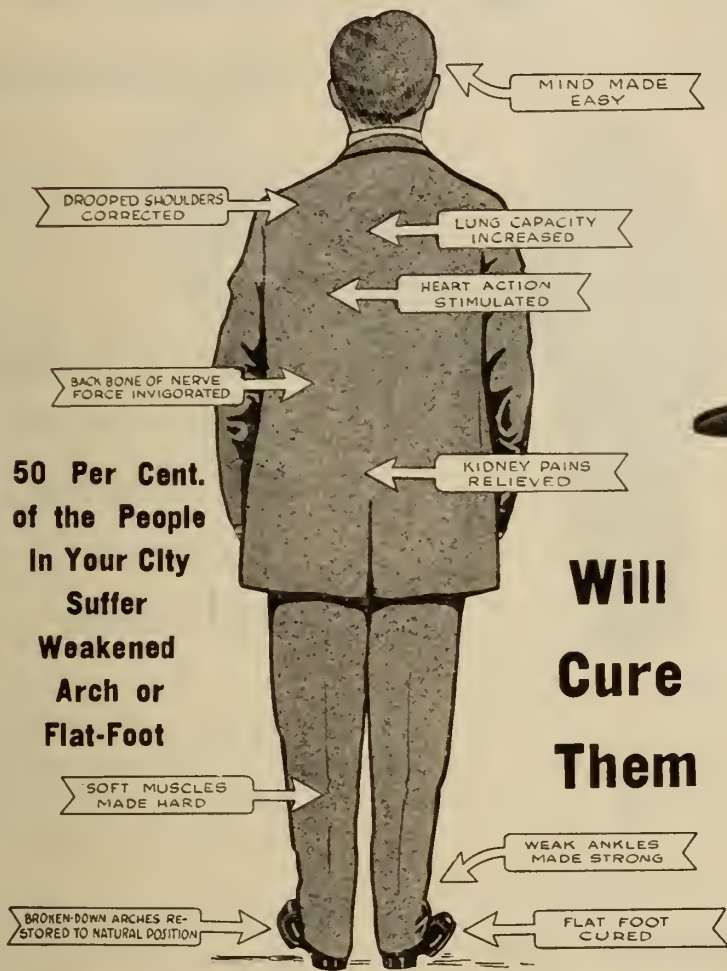


Insist upon Cat's Paw Heels ————— Your Customers are Asking for Them

WALPOLE RUBBER COMPANY, LIMITED

Eastern Townships Bank Building, Montreal

All These Ills are Symptoms of Weak and Broken-Down Instep Arch



50 Per Cent. of the People in Your City Suffer Weakened Arch or Flat-Foot

Will Cure Them

Dr. Scholl's "Tri-Spring" Arch Support

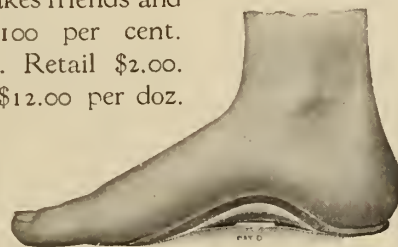


This scientific appliance, with its constant, firm, upward springy pressure corrects the most severe cases of broken-down arch. The slight, springy movement gives the muscles and ligaments their natural flexibility. Especially recommended for heavy weight persons. Retail price, \$3.50 per pair. Wholesale, \$18 per dozen. Single, \$1.75 per pair.

DR. SCHOLL'S "FOOT EAZER"



Consists of two finely tempered German silver spring plates, self adjusting, leather-covered, light, gives just the right amount of natural spring pressure for utmost comfort. Prevents flat-foot, makes friends and pays you 100 per cent. clear profit. Retail \$2.00. Wholesale \$12.00 per doz. pairs.



DR. SCHOLL'S BUNION APPLIANCES

Scholl's Bunion Reducer



fits snugly, fills the hollows, gives complete comfort. Made of pure gum rubber, reduces the tissue, prevents further growth. Retail, 50c. each. Wholesale, \$7.50 per doz. pairs.

You Can Sell These Scientific Appliances



To One-Half of all Your Customers

Made of antiseptic rubber, straightens the great toe. Can be removed and cleansed with water. Retail price, 50c. each. Wholesale \$4.00 per doz. Same with one cylinder for crooked toes. Wholesale, \$2.50 per doz. Single, 25c. each.



Send for complete catalogue of Scholl's 35 Foot Appliances—One for every Foot Ill or Deformity

The Scholl Manufacturing Company

The Largest Manufacturers of Foot Specialties in the World

214 King St. East, Toronto

5 Manchester Ave., E. C., London

**Comfortable
Stylish**

*THE
Professor*

+
PAT. N^o. 119409
GOLD CROSS
SHOE

**Sensible
Serviceable**

**Plenty of
Toe Room
in "The
Professor"
Shoe**

"The Professor" Shoe is built on sensible lines with room for every toe. The foot is not all cramped up as in the ordinary shoe, but each toe is allowed to move in its natural way.

The shape of "The Professor" certainly ensures foot comfort and pleasure from walking.

Men in your town will readily see the advantages accruing from wearing "The Professor," and will thank you for introducing it to them. Stock up to-day.



T

**One of the
Tebbutt
Line of
"Purposeful
Shoes
for Men"**

T

**There's No
Chance of
Callouses,
Corns or
Bunions**

Callouses, corns and bunions are caused by wearing shoes that do not conform to the natural lines of the feet.

"The Professor" Shoe is a natural-shape shoe made of soft yielding kid, and has a medicated, cushioned inner sole that absorbs the jar when walking.

All these features combine to eliminate all danger of callouses, corns and bunions, and to make walking a pleasure.

THE TEBBUTT SHOE & LEATHER CO'Y

THREE RIVERS - - - QUEBEC

LIMITED



IT'S IT

One lone and lonesome
virtue can never make a
well-rounded man.

It is not special features
that are responsible for
the success of "Astoria"
and "Liberty" Shoes—
but the perfection of all
the parts.

Let us show you.



**COOK=
FITZGERALD
COMPANY**
Limited
LONDON, CANADA



If it Bears This Mark



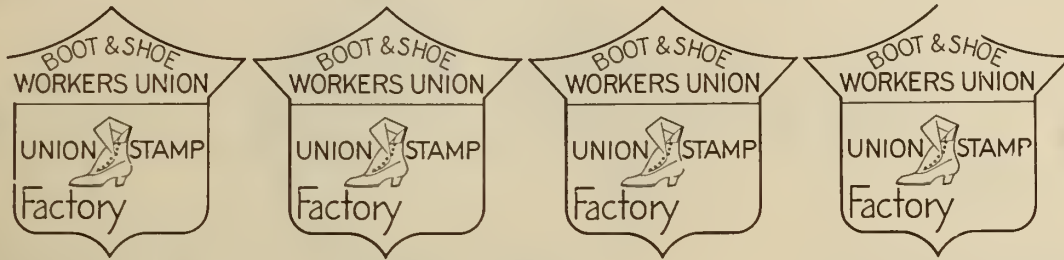
You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

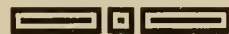
244 Adelaide
Street West
Toronto, Ont.



The Union Label Plus Influence!

The Union Label means something more than protection to the shoe worker. It means protection to every wearer of shoes, because it signifies good workmanship, good conditions, honest goods, honest prices, all of which mean influence, and influence to you means more customers, more sales, more prestige, more profits.

Our campaign of advertising -- educational in its nature -- is teaching the public the importance of the Union Label, and the demand for Union Stamped shoes is enormous, and is rapidly increasing. You cannot afford to do without this large and profitable trade.



Boot and Shoe Workers' Union

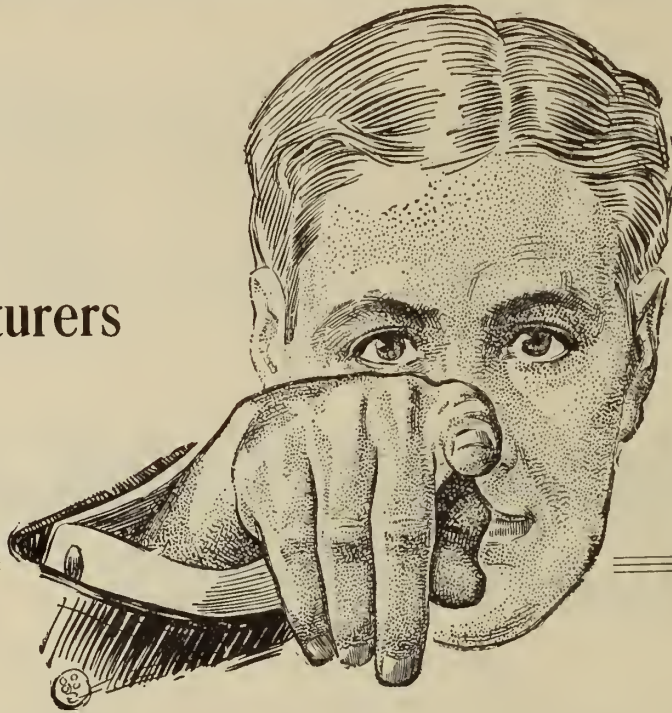
246 Summer Street, Boston, Mass.

JOHN F. TOBIN, President

CHARLES L. BAINE, Sec-Treas.

To
Manufacturers

And
Wholesalers



Announcement!

THE firm of R. T. Holman, Limited, Summerside, P.E.I., who have been doing a rapidly increasing retail business for over half a century, have definitely decided to enter the wholesale field on an extensive scale.

Holman's have been issuing a big semi-annual catalogue for some years past that is unsurpassed by any in Canada, and have developed a business without an equal in the Maritime Provinces.

They have instituted a thoroughly organized wholesale department, and wish to come in touch with manufacturers and wholesalers in this connection. Manufacturers unrepresented in Prince Edward Island should write Holman's promptly, submitting samples and quotations.

To Retail Merchants of Prince Edward Island

DO not place for spring, 1913, until you see Holman's complete line of samples in staple and fancy dry goods, ready-to-wear goods for men, women and children, as well as crockery, hardware and groceries.

Their traveler will call in ample time for spring requirements, and merchants should secure their prices before buying.

We bespeak for this enterprising firm a generous share of patronage, and confidently believe that in the near future one of the leading wholesale houses in Eastern Canada will be

R. T. HOLMAN, LIMITED, Summerside, P.E.I.

The Island's Biggest, Best and Busiest Store

*“You can’t do two things
at once and do them
properly.”*

*A wise saying that aptly
applies to shoemaking.*



A “factory-of-all-shoes,” i.e., a factory that attempts to turn out shoes for men, boys, women, children, infants, must be placed in the same class as the “Jack-of-all-trades.” They can’t expect to turn out shoes of the calibre produced by a “specialty” shoe factory. They’re bound to fall down on all their lines.

In the Murray factory they never attempted to make any other line than the Murray Shoe for Men. That accounts in some measure for the superior qualities of the Murray Shoe. Every energy has been and is bent on making the best men’s shoe possible at the price. A small order of Murray shoes will show you how well this has been accomplished.

TRY “MURRAYS.”

THE MURRAY SHOE COMPANY, LIMITED
LONDON, ONTARIO

I would like you to test
my facilities for handling
rush orders.

THERE'S a great deal of warm weather to come yet; in fact the warmest part of the summer is still before us. You're going to be pretty busy, and so am I. But still I know I won't be too busy to attend to your wants promptly, and I know you'll be busy enough to require prompt service from me.

I take a pride in the way my staff turns out rush orders, and I would like you to know just how adept they are. So send along your orders for outing shoes, tans, low shoes; in fact for any summer lines, and you'll get them promptly and in good order.

Try me and my service.



**J A M E S
ROBINSON**

182-186 MCGILL ST.

M O N T R E A L

TANNERS ATTENTION!

You are cordially invited to visit us while attending the Sixth National Shoe and Leather Market Fair.

MECHANICS BUILDING
BOSTON, MASS. JULY 10 to 17th.

MARDEN, ORTH & HASTINGS

ESTABLISHED 1837

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

CRESENT BRAND EXCEL

Main Office : 75 High Street—201-225 Purchase Street, BOSTON, MASS., U.S.A.

New York Office, 82 Wall Street Branch Store, Chicago, 1030 North Branch Street San Francisco, 338 Clay Street

SPACE No. 174



SPACE No. 174

THE BEST

Everyday

SHOE

No matter how good your store service may be, you won't give REAL satisfaction unless you sell satisfactory shoes.

"Everyday" Shoes are satisfactory because they pass the final test of wear. And EVERY shoe passes that test—that's the beauty of it.

There is no chance of one pair "falling down." For every pair is made in the same careful manner and must pass the same rigid inspection before leaving the factory.

You'll find that every "Everyday" Shoe will please its wearer.

T. SISMAN SHOE CO., LIMITED
AURORA, ONTARIO

Combination Leather

It is a comparatively new line with us, but our production already places us in the veteran class

Have you tried Davis' Combination?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply it

*Colored or Black
Grained or Smooth*

*And in weights suitable for
all lines*

Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

THE BEST PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED

L. H. PACKARD & C^O. LIMITED
MONTREAL, P. Q.

Shoe Store Supplies of Every Description

OVERGAITERS and LEGGINGS

SHOE DRESSINGS, Etc.

Write for our Handsome Catalogue

OUR TRAVELERS WILL CALL ON YOU SOON



YAMASKA

**Becoming More and
More Popular in
All Parts of Canada**

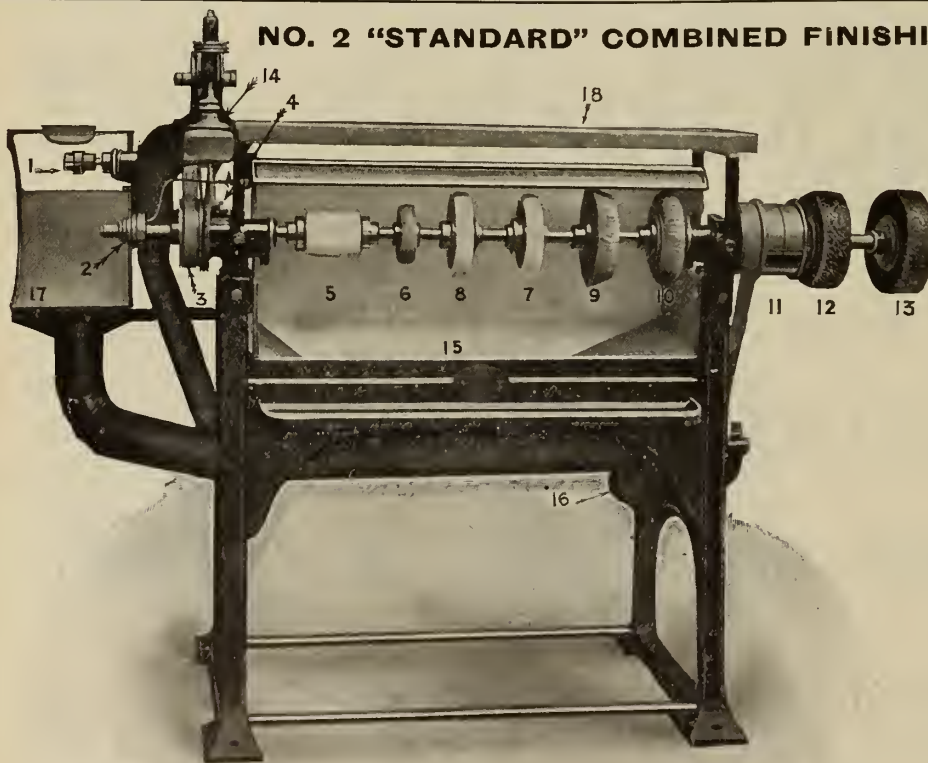
When any line of shoes becomes as popular as "YAMASKA BRAND" it is a mighty good line to handle. For they must be good selling "reasons" that make it popular.

It's so with "YAMASKA BRAND" anyway. Good leathers, good shapes, and styles, good workmanship, good prices, have all combined to make them well-liked by the buying public. You'll like "YAMASKA'S", too, because they sell.

LA COMPAGNIE

J. A. & M. Cote, - St. Hyacinthe, P. Q.

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts. Space, 5 ft. 8 in. x 3 ft. Speed, 1200. Pulley, 6 in. EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

MISSES' & CHILDREN'S PUMPS

- ☐ We are specializing in Misses' and Children's pumps, sizes 13 to 5, with very high heel.
- ☐ They come in all popular leathers, in Nubuck, White and Colored Canvas.
- ☐ For "chic" Footgear for the little ones they can't be beat. A great tonic for dull business.
- ☐ Ask us about them TO-DAY.

STAR SHOE, LIMITED
MONTREAL

THAT P-V MULE!

If you cut "Split" Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Horse and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.
MILWAUKEE - WIS.

Distributors:

BOSTON
NEW YORK
CHICAGO

ST. LOUIS
ST. PAUL
CINCINNATI

SAN FRANCISCO
NEW ORLEANS
GLOVERSVILLE

LONDON, ENGLAND
FRANKFURT, O.-M., GERMANY
PARIS, FRANCE

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

SURPASS

THE SHOE OF SATISFACTION



Every Surpass Shoe is a seller. More than that, it's a satisfier. It has just enough style to make it attractive, and more than sufficient wearability to give cent-for-cent value.



Buying Surpass Shoes is a very good investment for you, because they sell and repeat for your customer, because they wear and satisfy

Are you selling this "shoe of satisfaction."



**THE LOUIS GAUTHIER
COMPANY LIMITED**

QUEBEC CITY

He's a Steady Customer When You've Sold Him a Pair of Williams Shoes

There are several things that make Williams' Shoes strong favorites with men. The most important are the way they're made and what they're made from.



Genuine, well-tanned leather (all the way through), made up with skill and taste give to Williams' Shoes length of life and and repeat, for your customer because they wear and satisfy.

Do you want some friends for your store?

**THE
Williams Shoe Company**

BRAMPTON, ONT.

"WHERE QUALITY COUNTS WE WIN"

Brandon
SHOE

"The Shoe with this Brand-on has merits to stand on."

BRANDON Shoes combine service with style. The leathers they are made of are selected for wearing qualities as well as for excellence of finish. The lasts they are made on are from the latest American designs, and the workmen who make them are well skilled in shoemaking.

Direct-to-dealer selling makes Brandon profits greater.

BRANDON SHOE CO., Limited
BRANTFORD, CANADA



Most extensive line of work shoes made in the world

These shoes are made in the Williams factory, at Holliston, Mass., where nothing but work shoes are made. 100,000 pairs are always carried in stock. Send to-day for price list.

There are eighty others in the Williams line and they are all good sellers.

THE CLARK SHOE CO.
BRANTFORD, ONTARIO

Canadian Sales Agents for
ARTHUR A. WILLIAMS SHOE CO.
HOLLISTON, MASSACHUSETTS



Two Business Getters for that Findings Dept.

BOULEVARD DRESSING (LIQUID)
Note illustration above. A most popular dressing for ladies' and children's boots and shoes. In 4-oz. bottles.

VIT SHOE POLISH (PASTE)—Three colors, black, tan, oxblood. A splendid seller. Users always come back for more.



American Dressing & Sundry Company

Manufacturers of Leather Dressing and Blacking
232 St. Charles Borromeo Street, Montreal

McDERMOTT SHOES

Are Rich in Appearance
Reliable in Quality, and
Well-liked for their Splendid
Fitting Qualities

Make Us Prove It

THE McDERMOTT SHOE CO.

Women's Shoe Specialists

Welts, Turns, McKays

MONTREAL

Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

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 CO.

MONTREAL, QUE., 59 St. Peter Street

CHICAGO
130 W. Michigan St.

NEW YORK
34 Spruce St.

BOSTON, MASS
128 Summer St.

GLOVERSVILLE, N. Y.
11 Cayadutta St.

ST. LOUIS, MO.
619 E. Eighth St.

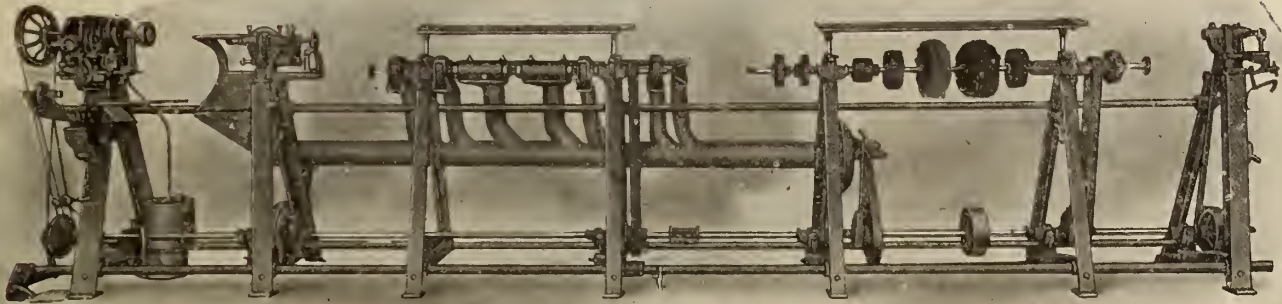
FOR MIDSUMMER TRADE

Our Spring business is again much ahead of the previous year. To clear the decks for our Fall shipments is the aim of our five travelers, who show the latest best sellers at attractive prices.

The first carload of Palmer's celebrated Moose Head Brand Oil Tan and Draw String Shoe Packs, for early delivery already received. Letter orders promptly attended to.

THE A. W. AULT CO., Limited
OTTAWA - - CANADA

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



A Customer Leaving Your Store Must Have Done One of Five Things

1. Bought Goods for Cash

A National Cash Register insures the merchant that all cash will be accounted for and handled correctly.

2. Bought Goods on Credit

A National Cash Register benefits the merchant by preventing loss through failure to charge goods sold on credit or through lost charge slips.

3. Paid Money on Account

A National Cash Register enforces a correct record and this insures the merchant that he gets all money received on account.

4. Collected Money

A National Cash Register benefits the merchant, by preventing anyone paying out money without leaving a record of the amount. This enables him to balance the cash quickly and prevents bills being paid twice.

5. Changed a Coin or Bill

A National Cash Register protects the merchant against loss in making change and furnishes the means of advertising to those who ask to be accommodated.

A National Cash Register benefits merchant, customer, and clerk on all of these transactions.

The National Cash Register Company
Headquarters for Canada: 285 Yonge St., Toronto

J. C. LAIRD, Manager in Canada

Canadian Factory: TORONTO

SHOE & LEATHER JOURNAL

— Published Twice a Month. —

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Vol. XXVI. No. 13

TORONTO, JULY 1st, 1912

\$1.00 per Year —In—
Advance

Does It Pay Retail Shoemen to Offer Premiums?

Variety of Opinions Would Lead to the Conviction That While Novelties in Some Cases Have Their Advertising Value, Yet No Great Permanent Benefit Results—Schemes That Have Been Resorted To

Does the giving of premiums of any kind repay the average shoe man? Does he reap a return from their distribution commensurate with the work, time, trouble and cost that the gifts, prizes or mementos—whatever you call them—entail? "I wish you would take this matter up now," writes a leading retailer from Halifax. "It occasions me a great deal of thought at times and perhaps you could shed some light upon this grievance."

The problem of premiums, like many another perplexing one evidently rests for its solution on what is offered, what the local conditions are, the class of trade done, the nature of the stock carried, and what has been the practice of the community and of one's competitors. Various views have been obtained from different men in Brantford, St. Catharines, Berlin, Brockville, Belleville, Winnipeg, Ottawa, Vancouver, Hamilton, Moncton, Calgary, Edmonton—in fact, representative centres in east and west. Some shoe men have for years given out calendars as a premium and have distributed nothing else, while others have never donated a card. There is one safe conclusion regarding calendars and that is they should be neat and attractive, something that will be kept and prized. A cheap, flashy production is either cast aside or is shoved in the background, and the more inviting and artistic calendars of other firms, given the post of prominence. There is no doubt a calendar of the right class, of chaste design and harmonious coloring, and not "plastered" with too big an announcement—is retained by the average patron and much appreciated.

The Calendar is Mostly Given

Other shoemen declare that they would not be bothered with a calendar, that they receive requests from persons who have never entered their store before for them, and it is a difficult to decline. Then boys and girls of all kinds rush in and make life miserable with their importunities. They are also regarded as a disturber of trade at Christmas time, which is the busiest season, and if someone else donates a more fetching presentation, why, the publicity effect of

the shoe man's offer is largely negated. Thus judgment, like humanity itself, differs.

One good suggestion which a St. Catharines house offers is that they never distribute a calendar until after the Christmas trade, so that there is no interference with holiday business. Another firm in Hamilton makes everybody sign when receiving one, and still another house in Ottawa, does not give them out at all with purchases, but sends one by post to each customer whose name they have either on their mailing list or on their books. This is probably the best method of being assured that the premiums go to those for whom they are intended.

The reason that so many remarks have been offered on calendars is that possibly they are a more universal premium with shoe dealers than any other souvenir. Some give indelible pencils, pocket knives, leather ticket cases; some give small purses, card holders, or post stamp cases, while others present beautiful shoe horns, nail parers, button hooks, silk laces, a bottle of dressing, pump ornaments, and other things.

Many Vendors of Novelties

A retailer who recently opened in a large city said, that the first few days he was literally pestered to death with solicitors for advertising novelties of all kinds, shapes and designs, from a patent whistle to a base ball score card. They said the distribution of these articles would bring him satisfactory returns. He could not see it in that light and is confining all his appropriation for publicity strictly to newspaper advertising and to the circulation of booklets. To the SHOE AND LEATHER JOURNAL he said, "I do not believe that any of these novelties, trinkets, freaks, devices, etc., will result in any business for the retail shoe man. They more often fall into the hands of boys and girls, and that is the last one hears or sees of them. They are a plaything or a curiosity for a day and soon pass. Of course, in a country town, they might bring more direct returns, but in a large city, they are lost in the maze of other crazes that are being presented all the time."

In country towns and rural centres, good results are often obtained by shoe men who distribute scribblers, rulers and pencils to the children. They serve to favorably introduce a new man in the trade, and premiums in hamlets are not nearly as plentiful as they are in the city and therefore, are more highly prized.

A Chatham dealer says that he has used everything from a paper

of pins to the dissemination of peak caps. He regards anything in this line as good advertising and says that he is well satisfied with results. Court plasters and pen knives have also been tried by him with benefit.

No Benefit From Trinkets

A London shoecist, who has been for years in business, says, "No, I have never offered a premium and I never will. I do not believe that any trade which you have to buy, is lasting in its character. A straight appeal to people by clear-cut, definite, price giving announcements will bring and retain more trade than any other means. My own brother or sister would certainly not buy shoes from me unless they obtained full value for their money. There is little sentiment in trade now-a-days and dollar for dollar is the motto which mostly governs all mercantile transactions."

Other shoe men have adopted the plan of giving away every twelfth pair of shoes free, of taking part in a library contest and distributing to each person who bought shoes, coupons entitling the holder to so many votes in the competition. A few others have offered rewards for guessing the number of peas in a jar; the number of nails in a pile; the number of dots in a great dotted outline of a store or a shoe or something of that kind. Others have given away sets of dishes to the one holding each week a card showing the greatest amount of goods purchased during that week, and, at the close of the period (say ten or twelve weeks), have presented the one whose card shows the biggest net results, with a handsome china cabinet. This was declared to have been very successful and to have made known the name of the firm far and wide.

Photographs of the Baby

A St. John shoe merchant when he embarked in the trade a few years ago hit upon a unique plan. He advertised that he would for the first six months present each baby born during that period with its first pair of soft sole shoes. The only stipulation was that the mother should reside within a radius of twenty miles from his store.

Another eastern dealer made a proposition with a photographer, whereby he secured a special rate on pictures. He mentioned the photographer's name in a neat leaflet which was sent around to all the shoeman's acquaintances and friends.

"Photographs Free. Every child born during 1912 (leap year) will be given a cabinet size photo providing any member of the family holds a sales slip showing that a pair of shoes has been bought in this store within the past three months. Present the slip and we will give you a coupon good for a sitting and one free picture of the baby at R——'s studio. He does the best work in the city."

Both the shoeman and the artist secured favorable announcement by this method. The response so far has been generous. Thirty-nine cherubs of proud mothers have already sat before the camera for the first time, and the merchant writes that the plan is bringing him new customers every day.

Tried the Limerick Route

Some time ago a Calgary retailer adopted the scheme of getting his customers to write "Limericks." At the end of each week the jingles of all who took part in this contest were read. The man and woman (names had to be given in every case), whose efforts in originality, rhyme and metre were considered the best by the judges, were each presented with a pair of shoes.

One western dealer in Vancouver, printed in the newspapers each day, certain outlines, such as a cross, a diamond, a square, etc., and at the end of two weeks, desired all those who had preserved the various sections to join them together and form a specified device. If correctly done, the successful competitors were each presented with a shoe brush or a bottle of polish. Other Canadian retailers have had guessing competitions of one kind and another too numerous to mention.

The majority of shoe men with whom the SHOE AND LEATHER JOURNAL has talked declare that they do not believe in the premium system at all, that its popularity is only temporary at best, and, while a little excitement and interest may be occasioned, it is all of a

fleeting character and a rather costly experiment in the end. A trade that endures, a business that lasts, a class of patrons that remain must be based on value, efficient service, honest goods, prompt attention, courteous treatment, a readiness to remedy complaints and back of all, a name for integrity and a reputation that stands for something.

They Help in Some Cases

Premiums are no doubt valuable adjuncts in certain instances, but whether it is best for the average shoe man to adopt them year in and year out, is a question which each one will have to settle for himself. One retailer in a small town, writing on this subject says, "If you are going to give something away, give something that is good, something that will be prized, something that is new, something that you do not have to apologise for."

"A few years ago, I gave long handled dustpans. They cost me a nice little sum, but I saw that each housewife in the vicinity got one. Now they were a marked novelty. They had not been seen in this section and created a small-sized furore among the women folk. To-day I would consider a long handled dustpan no good as a premium, simply because they are common, and have been presented by the stores for a long time. To my mind, the success of any souvenir scheme depends upon its being novel and interesting and in seeing that the right parties obtain the offerings. See that the housewife gets what you have to contribute. She does three-fourths of the purchasing of the family footwear.

Be sure that the premium for her is useful, handy, and unique and it will be prized and appreciated all the more."

Does Your Advertising Pay?

In recent editions of the SHOE AND LEATHER JOURNAL there have appeared cuts of all the latest styles in shoes as well as several border designs for single and double columns, with which retail shoe merchants may illustrate their newspaper and booklet advertisements. The cuts for any shoe come at fifty cents each and can be supplied at short notice, while the border ornaments, which would form a striking picture in connection with any announcement, are supplied at eighty cents for the single column and \$1.50 for the double column. All the border ornaments are original while the drawings of shoes are from the newest styles. If you wish to get the best results from your advertising—and remember, advertising in the daily or weekly press costs money and a good deal of it—you should see that not only is the wording to the point, that prices are given, that your announcement is neatly set up, but also that it is artistically and properly illustrated. There is nothing that draws like a catchy footwear picture. It meets the eye at first glance, and arrests attention. A neat cut of a shoe or a pleasing border will bring about the result that you are after, namely, the perusal of your ad. by every subscriber of the paper in which it appears. The art department of the SHOE AND LEATHER JOURNAL is well equipped in every way, not only to turn out the highest class of shoe drawings, but also to supply illustrations of any character on the shortest notice. If you desire any advice regarding your advertising or have any suggestions to offer, why, communicate with the art department, the services of which are gladly placed at your disposal. It can help you to solve retail advertising problems.

What They Have to Say

"I thoroughly enjoy reading every page of the SHOE AND LEATHER JOURNAL."—C. W. Burt, Sydney, C. B.

"I read your paper with a great deal of interest. It is all fine."—A. D. Ingraham, Sydney, C. B.

"We find the SHOE AND LEATHER JOURNAL bright, instructive and useful. It is a welcome visitor."—A. W. Redden & Co., Sydney, C. B.

"You have a fine paper. I read it all through, and then pass it on to my clerks. No live shoeman should be without it."—J. W. Ingraham, North Sydney, C. B.

How to Win and Retain Patronage of Shoe Buyers

Attractive Premises and Efficient Service Are Strong Factors—Leading Ontario Retailer Gives His Views on Repairs, Selling Findings, Margin of Profit, and Other Timely Topics—A Successful Record

One of the very busy shoe stores in Western Ontario, and one that will compare favorably in appointments with any footwear establishment in the neighboring city of Detroit, is owned by George H. Wilkinson, of Windsor. He has been in business in the "frontier city" ten years, and has built up a large and profitable trade.

Wilkinson's shoe shop with its handsome show case windows, and five-sided show case just in front of the door is a most imposing and striking one. Over the plate glass are several feet of luxfer prisms. These admit a flood of light to the interior. Internally, the place is equally as inviting, and is 80 feet deep by 18 wide. The uniform carton system is used throughout. The labels are all of the same kind and of a light brown, being printed in blue. On the lower left hand corner is Mr. Wilkinson's trade mark, consisting of a circle in deep blue, while inside in red is a pig in a coat and waistcoat.

Around the border of the circle is the wording, "Wilkinson's shoes wear like a pig's nose." Any one with a knowledge of a porker is fully aware that its snout never shows any signs of decay or destruction, no matter how much ground it has uprooted.

The ceiling of the store is done in brown, and the beamed effect is attractive. The seating consists of leather covered oak opera chairs placed back to back. At the front of the building down-

stairs is a shoe repairing and custom boot plant, and in this branch a large amount of work is done. At left of entrance is a parcelling counter with a young lady in charge who also looks after the sale of findings, which are well displayed and are made a special feature.

Hosiery and other lines are handled to advantage. Right over the show case windows, and reached by a stairway on one side Mr. Wilkinson has his office. It affords him a fine view of both Ouellette Ave. and the store. Mr. Wilkinson some time ago opened a branch business in St. Thomas, but recently he disposed of it and now devotes his whole time to the Windsor establishment.

Not Strong on Freaks

Mr. Wilkinson does not handle many freaks. In fact, he is quite conservative, but says when he wants a new last or style, he wants it when it just comes out and does not desire to wait until it grows old. He believes that a shoe stock should be turned over not less than twice a year, and many parts should be turned over much more frequently. A good deal depends on the number of lines carried, the location of the store, the styles on hand and the class of trade done, as to how often it is possible to turn over a stock.

"What about approbation?" he was asked. "And how do you overcome it?"

"Well, we have considerable approval business in Windsor.



G. H. WILKINSON, WINDSOR.



THE INTERIOR OF GEORGE H. WILKINSON'S SHOE ESTABLISHMENT IN WINDSOR, ONT.

but we are careful to see that the practice is not abused. There are customers to whom we positively refuse to send anything on approval, and many others to whom we send goods only after a thorough understanding that they are to keep one pair out of the number sent up. We watch this end of the business very closely, and really have not much trouble with it."

Firm on Quick Settlements

Continuing, Mr. Wilkinson said: "I would not attempt to do a shoe business without putting in a first-class repair shop. I believe that—rightly managed—it pays for itself, and we are not troubled much in the matter of having to attend to small repairs free. We do some credit business—but take our chances in this matter. We render accounts monthly, and these accounts must be paid when sent or arrangements made to settle them during the



THE IMPOSING FRONT OF A WINDSOR, ONT., SHOE HOUSE

following month. "We are not slow, however, to refuse doubtful customers, and are firm about the payments of those to whom we extend credit.

"We hold two sales, twice a year—one in February and the other in August, and they are both hummers. We take stock twice a year but have no special stock-keeping system. We, however, know our lines thoroughly, and go over the goods frequently."

Findings Pay Well

Mr. Wilkinson has a special department for findings and he has discovered that it has paid for itself many times. He carries a choice line of hosiery in various colors, and says, "It is profitable to handle; and not only that—it is also a great convenience to many customers. Findings are ready sellers when featured and are good margin makers. We find that all lines are worth while pushing."

The Wilkinson shoe shop is a good patron of the local newspapers. Space is used regularly in them. At times novelties and premium plans are followed with good results. A handsome calendar is given away each year to all customers.

Not Good Enough Here

In further conversation Mr. Wilkinson says that the people of Windsor—at least a large proportion of them—are in the habit

of running over to Detroit for certain lines of shoes, saying that Canadian footwear was not up to the mark in fit, finish and appearance. In this respect, the young people are the chief offenders and more particularly the young girls. The older people know the fallacy and short-sightedness of such a practice.

Discussing the matter of profits and what he considered was a legitimate margin, Mr. Wilkinson remarked that a legitimate profit is not what is known by a per cent. profit. A legitimate figure is what an article is worth to the party purchasing it. It might sometimes not allow any profit at all and in other cases allows a very handsome margin.

The Ways That Win

"We have," he concluded, "no two prices to two customers but one price to everybody. We get a good profit where the article can stand it—a lesser margin where it will not. We make no deviation in the matter of quotations and rich and poor, regular patron or casual caller pay exactly the same price for Wilkinson's shoes."

Figuring the Cost of Doing Business

A shoe firm in Western Ontario writes the SHOE AND LEATHER JOURNAL thus:

"The articles in your esteemed paper have stirred up considerable discussion on the question of cost of doing business. I went through our books a year ago, and after a careful search and figuring, I made our percentage of doing business 14 per cent. of the total cash and credit trade for the year.

"During the last year I have kept an accurate account of each day's business—goods charged, goods returned, money refunded, money paid on account, and cash sales, and also an expense account. I will give you what items I have put down to this account, and would ask your opinion about them.

"The following is the list: Help, including salary of the firm; freight, express, advertising, packing cases, sundries, light and heat, paper and twine, insurance, interest on capital, rent and taxes, interest on loan from bank, improvements on the store, which is owned by one of the firm.

"We carry quite a large amount on our books. Would you include in the above list the interest on amount on our books, and should there also be considered a small percentage of inventory for depreciation?"

"I would much appreciate a reply, but do not consider it desirable, for private reasons, that you should use our name."

In answer to the foregoing, and included in the cost of doing business there should certainly be an allowance made for the amount due the firm as shown on their books. Were a strictly cash trade done, the firm would be able to dispense with the item "Interest on loan from bank," and could take full advantage of all discounts offered. It will thus be seen how necessary it is to make an allowance at the usual bank interest, for the sum outstanding on the books.

In regard to the question as to whether there should also be considered a small percentage of inventory for depreciation, the meaning of this query is not quite clear. When an inventory of stock is taken, it should be based on the selling price of the goods and not on the cost price. We believe that the best and only really satisfactory system of taking stock is on the selling price. In going over the various lines, if it were seen that some of them had been on the shelves for a considerable time, were out of fashion, or had become shop-worn, a reasonable percentage for depreciation must be allowed. If this system is conscientiously followed at the time of the annual or semi-annual stock-taking, it is not necessary to allow any percentage of inventory for depreciation when taking into consideration the expense of doing business.



How to Make Attractive Cardboards

Another Lesson in the Interesting Store Card Series—Fancy Effects Obtained by Mounting Cover Papers of Various Kinds on Ordinary Cardboard—Wallpapers May Be Used as Well as Leather Effects—How the Work is Done—A Good Alphabet to Employ on the Cards

By R. T. D. EDWARDS, The Robert Simpson, Co., Toronto

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The card writer is experiencing an ever-increasing demand for something different in show cards that are neat and refined, and having no relation to the gaudy class. To meet this demand he must be ever on the lookout for ideas not previously used by himself or competing stores. It is necessary, therefore, to have a thorough knowledge of suitable styles of lettering and materials used in show card construction. In previous lessons most emphasis has been

fancy cards. In an up-to-date wall paper stock will be found leather effects, oatmeal papers, aérochrome colors, moiré, pebbled grounds, as well as a great variety of plain colors.

The foregoing will enable the reader to know where to secure suitable papers, and now a method of mounting these is required. Cut the desired size of paper and a piece of cardboard same size (old or soiled board will answer as well as new), put a coat of book-binders' paste on the paper and apply the water to the card, using a photo mounting roller to smooth it down. If the roller is not obtainable use a smooth dry cloth, starting in the centre of the card and rubbing outward with a circular motion. Repeat the operation

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 &

placed on lettering and designs. The purpose of this one is to deal with fancy cardboards.

To mention fancy cardboards brings to the mind of most of us picture mattings, which, on account of their price, are not always accessible to the card writer. Fancy cards, however, can be made at home at a remarkably small cost. Practically all the mat board is now made by mounting fancy papers on ordinary stiff cardboard. These papers can be secured at wholesale paper houses, job printing shops, etc., at a low price, and are known as cover papers. They are obtainable in a great variety of designs and shades in various

abcdefghijklmnopqrstuvwxyz
mnopqrstuvwxyz
wxyz&?!“”
123456789

finishes, such as linen, clouded effects, mottled, etc. The shades most used are greys, browns and buffs. Light shades are preferred, as they permit the use of black ink. Very often wood-grained papers are to be had which are desirable if they match your window background and fixtures.

Making Use of Wall Papers

Wall papers also offer many opportunities to make attractive

Illustrating
 the use of a
Stretcher

Note the Binding
 and
 Heavy Edge Effect

on the other side of the card with another piece of fancy or plain paper. This last operation keeps the card from warping. After the mounting is done, place the card under some heavy flat weight until dry, after which the edges of the card may be trimmed.

Mounting Cards on Stretchers

Heavy edge effects are obtained by mounting cards on what is known as a stretcher, or wooden frame. Many cardwriters have tried unsuccessfully to mount cards on stretchers, but the following method has proved satisfactory. After the stretcher has been made, dampen the card and allow it to stand for a few minutes before glueing it to the frame. A few small headed tacks should be used to keep the card in position while the glue is setting. Place card

under press and leave it until dry, then bind the edges with fancy paper, and the card is ready for lettering.

The Alphabet

The alphabet illustrated this month is an excellent one to use in words that are desired to appear prominently. This type is



just a thick-and-thin stroke letter that is easy to construct. The summer underwear card illustrates the type in use.

The midsummer sale cards will act as suggestions for the coming sale period. One is a half script letter outlined and filled in, the



other a Socenneken pen letter. The sketches are quite simple and may be done with a stub writing pen. They are neat, attractive and easily executed.

Good Location is First Consideration

Going Into Business on Capital of \$2,500 it is Necessary to Secure the Best Possible Stand—Should Have Such a Lease in Your Pocket Before Conferring With Wholesalers

By Thomas Henderson, Port Arthur, Ont.

The man who wants to start in the shoe business for himself should first of all look for the town or city offering the best opening, and then go after the best stand in that town or city. If he is successful in both these respects—and an energetic, determined man can do wonders—he has already increased his capital 1000 per cent. The man with large capital and a poor location is not in as good position as the man with small capital and a good location, for the latter is certain to do business from the first, providing he has the right goods at the right prices. If he is smart enough to establish the other conditions it is not likely that he will be deficient in this regard.

I would not invest a lump sum in fixtures, but would buy them from some firm giving terms like the National Cash Register Co. does, that is, so much down and so much a month. By following this course, you have more money to invest in stock.

In purchasing stock the man with \$2,500 will not go far. I would pick out the firms handling the lines I wanted to sell, and, if necessary, I'd spend \$200 to go and see them. I would lay the whole situation before them, and tell them that I could handle two or three thousand dollars worth of their goods, with a certain payment down, and the likelihood of the remainder being available within a certain time.

But before going to see these firms I'd have a lease in my pocket for five years for the best corner on the best street in one of the best towns or cities in Canada. Under such circumstances, there is not a firm in Canada that would refuse to talk over the proposition, and finally come down to business. Believe me, if a man goes armed with the kind of lease mentioned above, manufacturers and wholesalers will take off their hats to him.

The size of my selling staff would depend upon the size of my business. With a store having \$13,000 stock and a turn-over of \$40,000, I would have three live clerks—the sort who bring customers to the store and keep them. Of course, I would always be right on the job myself. My staff would require to be punctual, I would carry all the keys myself, and I'd have a system that would do away with all temptation in the direction of "knocking down," as it is usually called. This latter is a source from which I believe 90 per cent of retail failures spring. Stock would be kept fully insured.

With a capital of \$1,000 I would proceed in the same way. If I were sure that I could handle \$3,000 worth of shoes, \$3,000 worth of clothing, and \$3,000 worth of furnishings, I would do some tall scrambling to get them. Before going to a wholesaler with my proposition I would have this all worked out on paper so that I'd know definitely what I could do.

In addition to the above, I would give my written agreement to the firms supplying me the first year that so long as I could get from them goods that were saleable and profit producers, I would buy from nobody else.

CANADA'S BILLION DOLLAR TRADE

At the rate of increase in the trade of Canada maintained since the beginning of the present fiscal year, the total trade of the Dominion for the full year will considerably pass the billion-dollar mark.

There was an approximate increase of \$200,000,000 for the last twelve months.

The total trade of the Dominion for the last fiscal year was a little over \$862,000,000.

The Finance Department reports an increase in revenue for the first two months of the fiscal year totalling a little over \$5,000,000.

Has Shoe Selling Ability Improved of Late Years

Married Woman, Who Was Formerly Engaged in Footwear Lines, Relates Some Amusing Experiences When in Search of a Two Eyelet Tie—Inclined to Believe That Some Clerks Have Much to Learn in Proper Fitting

By "ANASTASIA."

I'm a married lady now, having a charming husband and a family of three bright children.

I am not ashamed to acknowledge that before taking up the responsibilities of house-keeping and raising a brood of little ones, I was employed for several years as a clerk in the ladies department of a leading shoe store in Ottawa. I fancy, that I learned something about footwear, its construction, style, appearance and what would appeal to feminine tastes. You know there is much in studying human nature, its strong points and its weaknesses, trying to anticipate the wants of a customer and to quietly minister to individual taste and opinions.

I believe, that I was a success in my sphere of usefulness for I was promoted several times and had charge of the slipper department, when I resigned in 1906 to become a June bride, and take up my residence in Toronto. We have been living on Davenport Road the last three years and our home is a happy and attractive one. But there you will think this is a tale of domestic felicity, whereas at the outset, I intended to give you a recent experience of mine in purchasing shoes in some of the retail shops of Toronto.

The Function of Sales Force

Now, I always thought that the function of a saleslady or a salesman was to sell shoes, and I am wondering after my recent ordeal, if salesmanship has made any decided progress during the last five or six years. One would think that greater efficiency and more scientific knowledge of foot-fitting would characterize present day methods as well as directness of purpose and ability to offer suggestions or helpful advice. Now this is not a case of sour grapes or jealousy. I have never regretted leaving the interior of the store for the living room and balcony of my home. Therefore, anything I have to say is submitted entirely without prejudice as they would say in legal circles.

Starts Out On Merry Hunt

But there, I am a long time getting down to the facts. The only way of getting through a thing is to make a start. My foot togger was rather shabby, and I told my husband that I would

like a nice pair of gun metal pumps or colonials, but, that if I could find a smart neat shoe in a two-hole tie, I would infinitely prefer that. The other afternoon, we sauntered forth to make the purchase. Now do not think that this experience relates to suburban stores or one-horse dealers; it refers to the chief establishments on Toronto's leading thoroughfare. It took me exactly two hours and ten minutes to secure one lone pair to protect my tootsy-wooties and then I had to select them myself. "Oh, salesmanship, how many frauds are masquerading in thy name, how much effrontery, incompetence and indifference do you cover up?" Here are some of them.

Experience No. 1

Store number one, here we were waited upon promptly enough, by rather a good looking clerk, who, however, went through the task mechanically. I asked for a two or three hole tie with fairly broad toe and high heel in a dull calf leather. He brought me one with a low heel and a pointed toe, which did not fit at all. When I told him it did not meet my requirements he intimated that a narrow toe was the thing I required. He next brought an Oxford that was one size too small and not of the right width. I had asked for size four, D width, he not volunteering to take my measure, but inquiring the dimensions of my understanding right off the reel which I thought was a rather crude beginning for one selling high class footwear. I liked the Oxford which he presented, but it caught me across the toes, having too short a forepart. The boss then stepped up and took a hand in the game. He said that he had been handling an American two-hole, gun metal, but that recently he had made arrangements with an enterprising Canadian factory which was supplying him with practically the same shoe on a slightly different last at about 40 cents less than the imported article. The American and Canadian productions were brought forth and were practically as near alike as two peas in a pod. The former was priced at \$4.50 and the latter at \$4.00. I tried on both makes but neither one fitted me. The clerk intimated that I might be flat footed, but he called it fallen arch and started in to recommend a pair of supports. Now, I may need them some day, but I hope not at present, as I have never had any pedal ailments. He placed a brace in a shoe,



THE PALATIAL FRONT OF A VANCOUVER SHOE HOUSE.

but I soon discovered that it would be impossible for me to wear any orthopaedic appliance. There is no reason why sound teeth should be filled anymore than one who suffers from no kind of foot trouble, should have some remedy for that which does not exist. However, I had dilly-dallied long enough and as I did not want to be of any more trouble and no suggestions being offered, I came to the conclusion that possibly the Canadian made shoe might answer. My husband then spoke up with some authority, and said, "you do not like that shape, do you?" I meekly answered, "No." Then with some decision he added, "Well, you do not have to take what you don't want or don't like." The salesman gave us a cold haughty look, I could see that a storm was brewing, but he had the good sense to keep his mouth shut and out we went.

I'm Not a Crank, Not Me.

Store number two. Here our experience was somewhat similar. Remember I am not a crank and neither did I give any intimation by word or look that I had ever been inside of a shoe store excepting in the role of a purchaser. We asked for a two hole tie and the salesman brought a pump. This was not what I called for, and he finally brought forth an Oxford, two kinds, one with a high bold and saucy toe and low heel, the other with a high heel and fairly full toe. The price of the first was \$4.00 and second, \$5.00. He maintained that the latter was more attractive and snappy than the former. I did not care to go more than \$4.50 to get suited, and neither of the styles presented appealed to me, therefore, I did not try any on, except a tan pump and a two-hole tie in the same leather. I had set out to get a two-hole gun metal tie with a full rounded toe and a cuban heel. Now that my mind was firmly fixed, I was determined to take nothing else. One thing that I noticed particularly in fitting on low cuts, at both this and the former establishment, was the awkward manner in which the salesmen tied the shoe strings. There was nothing artistic or attractive in the bow which they made. Now a woman would have given this a neat, deft little touch which would have brought forth all the beauty and grace that a ribbon can present. It seems to me that some present day clerks might devote a little attention to this art as well as having a few suggestions to offer bashful or timid people.

They Were So Very Busy

Store number three. We entered and making our way to the ladies' department sat down on a couple of fitting chairs. All the members of the staff were busy when we went in, and we did not expect immediate attention, but after waiting fully fifteen minutes and noticing that two or three other parties who entered were being served, we naturally grew a little weary of the tarrying game and concluded that we might have our attentions ministered to more politely and promptly in some other shop. We arose to go when one of the young men came running after us saying, "Hold on a moment please, I think we can attend to you now."

My husband replied, "Well, our time is pretty well taken up. You seem to have had lots of opportunities to wait upon others who came in after we did. We can possibly get what we want just as well down in the next block."

Now this reminds me in my days if I had not attended promptly to anyone who came in, I would had an interview, sharp and decisive, with the manager. Our staff away back in 1906 was not paid to loll away time or neglect people willing to buy.

The Right Thing At Last

Store number four. Here there was a different atmosphere about the whole place. Particular attention was paid to displaying the neatest and niftiest things in women's footgear in the window. There were possibly half a dozen of the sweetest and daintiest creations, one could desire, right there before our eyes, I saw in a minute the very thing I was looking for. The moment we were inside, an obliging and smartly attired young man met and cordially conducted us to the ladies' department where we were invited to be seated. The salesman, who served us asked if I was desiring something in a low or a high shoe, and I told him it was for light summer wear that I required a new pair. He quietly removed the button boot that I had on, measured my foot and gave me the impression

that he knew the art of fitting. I was very favorably impressed by his quiet demeanor and the pleasant way in which he went about his duty. He told me that they had some very nice, trim effects in colonials, pumps, two hole ties and Oxfords, I told him that I thought I would prefer a two-hole tie providing I could get the right width. He brought forth one with a dome toe and high cuban heel.

Just the Thing Wanted

I tried it on and it fitted me perfectly, while its appearance as a refined, distinctive production caught my eye at once. He told me that the figure was \$4.50 and that I would obtain every satisfaction and comfort from its wear. He explained that the shoes were made by a Canadian firm who had nearly half a century national reputation, and that only the best stock was used in their goods. He mentioned one or two other things showing me that it was particularly snug fitting under the instep, that it would not bag at the side or break down at the shank, being re-inforced at all the weaker points. I knew that he was speaking the truth and I told him to send the pair up to my residence. We were not in that store more than ten minutes; in fact, it seemed like only two or three, everything was so attractive and cheery. Each member of the staff seemed to have his or her particular place and knew exactly what to do, when to do it and how. They were all salesmen."

Traveler Denounces Excessive Tipping

"This tipping evil is getting to be a confounded nuisance," remarked a shoe traveler, as he emerged from the grill of a leading hotel in an Ontario city where he had been taking lunch with a couple of friends. He had paid for the modest dinner which amounted to about two dollars and a half and left a quarter with the waiter, who never mumbled a word of thanks.

"Now if there is anything I detest it is a man who will take a tip and not even say 'Thank you.' The trouble is that these fellows, who hop around a table, think that a traveling man should hand out donations galore, like some Johnny occasionally does when he wants to dine and wine a gay companion. They would like to measure all men alike—forgetting that a traveler's hand is always in his pocket from one week's end to the other and that he is not in receipt of a princely income. He has to earn his money by hard digging, and the selling game is growing keener and more grinding every day. I have made it a rule never to hand out a waiter more than ten per cent. of my bill, which, when you have to do it as often as we do, you will think is quite enough. No wonder that the shoe and other travelers on the other side have rebelled. Many waiters and porters make more coin than the road men themselves, and I know what I am talking about."

Ten Good Rules for Shoe Salesmen

(By Albert Most, with Signet Shoe Co., Brooklyn, N.Y.)

1. Be at the front of the store, waiting for customers.
2. When the customer comes in make a slight bow and lead him to a seat.
3. Take off shoes and put them on gently.
4. Always take time to measure the feet properly.
5. Then ask what style shoe they want.
6. Be willing to show the different styles you have to satisfy the customer.
7. Don't raise skirts higher than they should be.
8. If the customer is inclined to chat, chat with him; that is, if you have the time; but if he is not so inclined, don't talk any more than necessary.
9. Be courteous and patient with all customers.
10. When through selling customer always thank him; if a lady, walk to the door and open it for her, and bid her the time of day with a slight bow.

How Much Should You Spend in Advertising?

Representative Retailers Express Varied Views—From One Per Cent. Up to Two-and-a-Half Per Cent. of Total Turn-over Embraces the Estimate—Newspaper Publicity, When Suitably Illustrated, Yields Good Returns

From inquiries made among many shoe dealers of Canada and from opinions expressed by them, it seems to be the general conclusion that advertising pays well when rightly directed and properly attended to. By this is meant that copy is changed frequently, that good live mediums are used, that prices are quoted, and attractive illustrations presented.

Representative retailers, particularly in the smaller centres of population, declare that advertising by means of the daily or weekly press is as resultful and beneficial as any other method—in fact, it is considered to be more so by a number of merchants.

The next most effective publicity plan is the direct leaflet or booklet whereby, to a selected list of names of regular customers or prospective purchasers, literature is sent each week or each month. The premium system does not seem to appeal to very many dealers on the ground that it does not bring them an adequate return for the outlay, and any benefit received is generally of a temporary character. In certain cases, however, it has paid well, but care has

to be taken with regard to the articles chosen, their usefulness or the amount of pleasure they will give the recipient.

Shoe retailers generally believe in some form of publicity. They recognize that making themselves and their goods known any favorable way and by any legitimate method is, in a sense, advertising. How to obtain the greatest returns with the least cash expenditure and what proportion of the total annual income of an establishment should be expended in publicity are live questions. It is with this end in view that a number of views are furnished on various phases of the problem. It is impossible to give a certain fixed standard as to what should be disbursed in advertising in different ways, and how an appropriation should be apportioned.

Local conditions and individual circumstances must largely govern the situation. What may benefit one man's business may have no perceptible effect on the other fellow's trade, therefore each person must seek to solve this question in his own best way and with the aim of furnishing some pointers and fresh ideas, the following expressions from Canadian retailers will be found full of instruction and assistance.

Best Ways to Advertise a Stock

W. L. Tuttle, Halifax, N. S., is a firm believer in the efficacy of printer's ink. He uses a five inch space three times a week in



FRONT INTERIOR VIEW OF ED. STARK SHOE CO.'S STORE, VANCOUVER, B.C.

one evening paper and an eight inch space every day in another evening paper as well as a twelve inch space in a weekly. He changes his advertisements practically every day, and uses illustrations in nearly every ad. that he presents to the public. He considers that newspaper publicity pays him well and is of the opinion that live retailers should expend in advertising from two to two and a half per cent of his total turnover. He fortifies his general advertising by circulars, leaflets and booklets, and sends these out to a selected list, obtaining the names and addresses of purchasers of the better class of men and women's shoes at the time they make a purchase. Mr. Tuttle has not lately offered premiums of any kind as a means to attract trade, and would like to see a further discussion of this subject from retailers. The two forms of publicity that have given him the most direct returns are, first, the daily newspaper, secondly the catalogue or style book sent to a live list of names. He adds, "In my opinion, the best method to advertise a shoe stock are attractive show windows, daily newspapers, large illustrated posters, live advertising matter inserted in every parcel, and last, but not least, style books, calendars and other literature forwarded to a select mailing list."

Use Calendars Only

A. Henderson & Co., Pictou, N. S., say they do not use any space in the newspapers, but are in the habit of sending our circulars and leaflets to a selected list of names, procured from a directory. The only premiums they have ever offered to the public have been in the shape of calendars. They believe that the best method to advertise the retail shoe store is to keep good goods and render the public a satisfactory service.

Advertise Real Facts

J. Ready of St. Mary's, Ont., carries a six inch column ad. in the town papers of St. Mary's, and changes the reading matter every week. He considers that newspaper announcements pay him well. He uses cuts when he has them in stock to suit the advertising matter. He considers that a live shoe retailer should expend annually in publicity from one and a half to two per cent of his total turnover. Occasionally Mr. Ready employs circulars, but he has no special mailing list. He has never gone into any premium scheme except once, which was in connection with a library contest, and he does not consider the outcome satisfactory. "In my opinion," he adds, "the best way to advertise a retail shoe store, is to carry a well selected stock, keep up your sizes, be obliging and advertise in the local newspapers real facts about your stock and trade."

Believes in Circular Letters

J. P. Gorman, Antigonish, N. S., states that he uses space regularly in the local newspaper. The advertisement is a three-inch two-column one and he changes the wording every other week. He also uses shoe cuts or other illustrations in his announcements. Concluding, Mr. Gorman says, he considers newspaper advertising pays. He also gets out circulars, leaflets, or booklets, and sends them to a chosen list. He keeps a list of probable customers as well as one of his customers, the names of whom he secures from the voters' list of the county. He has never offered premiums of any kind as a means of attracting or developing trade. Circular letters have brought him the most direct and satisfactory results.

Rulers to Schools Bring Trade

Weiss Bros., Napanee, say they use regular space in the newspaper of about six inches, and contract for it by the year. They change the wording of their announcement every week and generally use cuts. They consider that newspaper advertising pays, and believe that \$100 a year expended in publicity for a retailer in a town, doing a moderate business, should bring good results. They send out booklets to all their customers and put out leaflets every week. They keep a list of customers to whom they send literature. They say in a town of three or four thousand, everybody knows everybody else. The only things they have given in the line of premiums for attracting and developing trade, have been rulers, which they have distributed throughout all the schools in the surrounding

country and town. Both the newspaper ads. and the rulers brought good results. They believe that good snappy advertisements in the newspapers and attractive windows are excellent trade drawers.

Thorne Bros., of London, say they have been 21 years in the shoe business and report they have never done any advertising.

Eastern Ontario Man's View

Fred. J. Boyd, Merrickville, says he uses half a column in the local paper and contracts by the year. He adds, "If I have a good ad. nicely set up, I leave it for two weeks—otherwise I change every week. I usually use cuts and think they are a great help. To my mind, a shoe man should never be without several up-to-date cuts. As to whether newspaper advertising pays or not—it is a difficult question for me to answer, because I have always advertised. Sometime I am going to cut it out and see if I can notice much difference. I do not make use of any leaflets or circulars. I consider that local newspaper advertising and billboard publicity will bring the most direct and satisfactory results. As to the best method of advertising a retail store, generally I might say that I believe in the local paper, billboard advertising, general literature and window and table displays with prices attached."

Believe in Daily Press

A prominent Moncton, N. B. firm say they use about eight inch double column space in two dailies and weeklies, regular special sales, and locals in addition. The wording in their advertisement is changed about twice a week. Shoe cuts and other illustrations are used in the advertisements for newspaper advertising pays. They consider that not more than 2 or 2½ per cent of a retailer's total turnover should be spent annually in advertising. This firm sent out circulars, leaflets and booklets to a selected list, but never continued it. They do not keep a list of customers or probable customers to mail literature to. Occasionally they have offered premiums but did not continue doing so when they found it did not pay. Newspaper advertising has brought them the most direct and satisfactory results.

Spend One Per Cent in Publicity

G. H. Devine, Arnprior, says: "Yes, I use a quarter column in two local newspapers and generally change the ad. every week, using cuts. I think that newspaper advertising pays, providing you change your announcements regularly and quote prices. I would say that in my opinion a person doing \$10,000 business a year should spend about \$75 to \$100 in advertising, or in other words, one per cent of his total turnover. We have never offered premiums of any kind and in all our four years' experience, newspaper advertising is all that we have done. We believe this is the only way—and the best method to make known a retail shoe stock is by liberal space in the papers and changing your ads. often—by making your ads. attractive and by quoting prices in all cases."

Good Cuts Are The Thing

H. Rehder, Paris, Ontario, employs an 8 by 4 inch space in a local paper and changes the wording every week. Cuts, he finds, are very effective in attracting attention. "I believe," he said, "that newspaper advertising pays, providing you have a good space and the paper has a large circulation, assuming, of course, that your ad. is well written. As to what percentage of the total turnover a shoe retailer should spend annually in advertising, we would say that our business is a general one and we spend on a turnover of \$60,000, about half of one per cent. We mail circulars to country people and distribute them in towns. We keep a list of our customers and probable customers by securing the latter from the voters' list, and by asking strangers that come to the shop, and we have a lengthy list to which we add the latter, from time to time. We have never found any permanent or satisfactory results from the distribution of premiums. The forms of publicity which have given us the most direct and satisfactory results, have been special hour sales—by limiting the amount that a customer may buy, because in some cases we sell for merely cost during the special hour sale, or if we buy a live special, we sell it less than regular cost. We use

(Continued on page 46)

Cutting All The Guess Work Out of Retailing

Do You Know Which Lines You Sell the Most and at the Biggest Profits—Where are the Leaks, If Any—Are You Basing Your Business on Positive Knowledge—What About Your Salesforce Efficiency?

By A. M. BURROUGHS

The owner of a little drug store in San Francisco decided that there must be a reason for his store remaining **SMALL** while other stores were getting **BIG**.

He set himself the task of finding the **REASON**; of finding why it wasn't paying him; of finding what he needed to know to make it pay him the big profits he knew it **OUGHT** to pay him.

He found the reason: Now instead of owning **ONE LITTLE** drug store he owns **SEVENTEEN BIG** drug stores.

Now he owns a fine automobile and a fine home. His check is good for anything he wants—he is making all kinds of money.

The United Cigar Stores Company, with its hundreds of stores and millions of capital, started from an "Analysis" of one little cigar store in Syracuse, New York.

Eliminating the Weak Spots

If the owner of that little cigar store hadn't looked for and eliminated the weak places, he and his brothers would never have built up the wonderful chain of stores which he now directs.

He asked himself what he needed to **KNOW** about the business to eliminate the **BLUNDERS**; to make every move count for **BIGGER PROFITS**.

By making his records show him what cigars **HAD SOLD**, he was soon able to buy cigars that sold **BETTER**.

By making his records show him what cigars **HAD NOT SOLD**, he cut out the bad buying—the stocking up of cigars that he could not **SELL**.

He found out how many smokers passed his store every day. Then he moved his store to a corner where **TEN TIMES** as many smokers passed it every day.

He made his records show which of his clerks sold the **MOST** cigars at the **BEST PROFITS**. Then he studied the **METHODS** of the **BEST** clerk and got more **LIKE HIM** and less of the other kind.

Study Attitude of Your Clerks

He studied the attitude of his clerks towards the smokers who **CAME BACK**, and towards those who **DIDN'T** come back. Then he changed the attitude of the clerks so that **NEARLY ALL** smokers came back.

He counted the seconds necessary to serve each smoker at the rush hour. Then he cut off half the seconds with little tricks of shortening steps. He arranged his display cases and his boxes so each clerk could reach every box from where he stood.

He counted the steps each smoker had to take inside the store. Then he arranged his display cases to cut out every unnecessary step.

He made it possible for each smoker to get a cigar while waiting for a car, hurrying to work, or to keep a business engagement.

Chain of One Thousand Stores

The best cigars, the best clerks, the best store, all managed in the best way, laid the foundation for a chain of a thousand stores—for a corporation of many millions of dollars.

And the man who analyzed himself and his opportunities in that little Syracuse store, now directs that chain of a thousand stores.

A grocer in one of the suburbs of Boston was having a pretty hard fight with competition. The big Boston stores and two or three other live stores in his own town were getting the lion's share of the business. For eleven years he floated along, "wondering" how he could make more money. At last things began to get so warm that he began to wake up and do more than just "wonder."

Investigations Were a Revelation

He decided he **HAD TO FIND OUT WHY THOSE BIG BOSTON STORES WERE COMING OUT INTO HIS TERRI-**

TORY AND TAKING AWAY HIS BUSINESS, while he was rapidly sliding down hill into the waiting arms of the sheriff.

These investigations were a revelation to him. He found that he was not the only retailer in danger of bankruptcy. He found **THAT 95% OF ALL RETAILERS WERE JUST BARELY EXISTING** and being gradually **FORCED OUT OF BUSINESS**, while a bare 5% **WERE** succeeding. He found that those stores didn't use the hit and miss **GUESS WORK** methods used by **UNSUCCESSFUL** retailers.

They were running their business from **POSITIVE KNOWLEDGE**.

"Then and there," he says, "I decided that I would govern

A Handsome Bridal Window

Recently Knechtel & Co., shoe retailers of Stratford, put in a gala June bride window which attracted much attention, and sold many dainty pumps, slippers and high cuts. This display was addressed to the June bride, and the shoes exhibited were of such a nature as would be suitable and attractive to "my lady fair." The horseshoe was made out of packing case material and finished with a saw and a few carving chisels. It was puffed



with white cheesecloth. The trim consisted of roses, violets and green sprays. In the centre of the shoe was a large white bell with a white satin bow, and swinging from the top was a silver cord. The mirrors were perfectly plain with bell puffed intertwined with flowers around the frames. They had to be frosted in order to take the photograph. The floor covering was white and puffed. Dainty ferns and begonias set the picture off to good advantage. The background was also puffed and decorated with flowers. One good feature was that the lines displayed were not crowded. Knechtel & Co. do not believe in shoving into their windows too many boots and shoes, creating confusion, stuffiness and congestion. The firm have gained a wide reputation for their trims.

MY business from **POSITIVE KNOWLEDGE** rather than from accepted customs.

"I first asked myself what I wanted to know and decided as follows:

A Few Things All Should Know

Which lines show a profit and how much?

What does it cost to obtain that profit?

Are my clerks earning more or less than I am paying them?

Are there any leaks, and if so, where?

"My bookkeeping system, which I thought was the **REAL**

THING, didn't **ANSWER** these questions, so I resolved to have one that would."

He got a system which gave him, is now giving him, the information he needed.

Then he found out how his business really stood. He learned what he needed to know to make himself a big manager.

He was able to bolster up the weak places, cut out the lines which were showing a loss, increase the lines which produced a profit, drop the clerks which were no good—**TO DO THE THINGS WHICH PAID.**

The foregoing is a chapter from "A Better Day's Profits" copyrighted by the Burroughs Adding Machine Company.

Live Publicity Plans of an Ottawa Shoe Dealer

How He Makes Use of Multigraph and Keeps Classified List of Names to Whom Literature is Mailed—Cost Mark on Every Shoe and Sales Slip Prevents Any Errors—Basket Carrier System Saves Time and Trouble

Charles B. Pratt, who runs two retail shoe establishments in Ottawa—one on Sparks Street and the other on Wellington, has been seven years in the business. The name Pratt has, however, been connected with the footwear trade in the Capital city for over half a century. Charles B. Pratt practised law for several years, and, having some investments in the shoe trade, finally transferred his energies to that department, and to-day is doing a large business. He has solved a number of interesting things in connection with his store which other retailers might follow with profit. One of the most unique is that he employs a multigraph with type, electric attachment, etc., and does his own printing. He has a complete mailing list secured from each day's sales slips, while all names are transferred to a book and properly classified.

Securing Names of Patrons

The young lady, who takes charge of the cash, sees that any new names are entered and a careful tabulation kept of the kind of shoes that each customer buys, when the last purchase was made, etc. From this valuable collection a select list is made out once or



THE PRATT SHOE SHOP ON SPARKS STREET, OTTAWA

twice a month and suitable circulars sent. As already stated, these are printed in leaflet or other form by the multigraph. Mr. Pratt looks after this end of the business himself, and finds that the instrument has proved a paying investment. He prints all his own circulars, dodgers and other literature, and intends to print his own shoe labels. He issues a new leaflet nearly every week, setting forth what special attractions his establishment is presenting, and in addition to despatching literature to the mailing list, he also places it in each carton or parcel that goes out from the shop.

Here is a recent catchy sample:

THREE-FIFTY SHOES—Josh Billings said he always admired a rooster for the crow that was in him because he had the spurs to back the crow with. We crow like a Chanticleer about our three-fifty men's Shoes and the Shoes back up our crow.

Mr. Pratt is also a liberal patron of the advertising columns of the daily papers.

There is a double basket parcel carrier in the large Sparks Street store, and all goods sold, together with the sales slip, cash received, etc., are sent to the office where the wrapping is done, the change made and the slip and parcel return. In connection with these slips it is interesting to note that not only is the cost price marked on each one, but also on every shoe, so that the mark on the check when compared with the shoe, obviates any liability to error. On each check, of course, is the name and address of the party to whom the sale is made—the amount of cash received—the sale price, number, and other details.

Simple Cost Mark Plan

A small slip at the bottom is detached and given to each customer, and one is retained by the firm, so that, in case the shoes should not be promptly delivered, left at the wrong address, or some other fault arise, the identity of the footwear and the purchaser can easily be ascertained.

The system of marking the cost price on each shoe is, however, simple and yet unintelligible to the public. Every 25c. is represented by the figure 1, 2, 3, 4, 5, 6, etc., while each 5c. additional is represented by 1, 2, 3, and 4. Thus 92 would stand for 9 quarters and 2 five cent pieces, or in other words, \$2.35 cost. 103 would represent 10 quarters and three 5 cent pieces, or \$2.65. 74 would mean 7 quarters and four 5 cent pieces, or in other words, \$1.95. A \$5 shoe would be marked, 20, a \$5.50 would be marked 202, and so on. There is no possibility of error and the system has been found to work satisfactorily.

Higher Percentage for Novelties

Mr. Pratt holds sales twice a year at the seasons when people are looking for something special. He believes that the average retail shoe man of the present day does not receive as large a profit on his goods as he should, considering the rapid changes of style and the fluctuations of demand.

He has always endeavored to obtain a fair margin on all goods and marks novelties at a higher percentage in order to secure a profit on them. He finds toward the end of the season, certain left-on-hand stock has to be cleared out at a loss, and the added price on novelties in a measure counterbalances what is dropped by the slump at the end of the season. He believes in carrying a certain number of specialties in order to give his shoe houses a name for keeping up with the procession, and having all the latest this is presented in foot-wear. At his Sparks Street store he has a fine high-class trade, and at his establishment on Wellington Street, a more staple stock is carried.

Mr. Pratt likes the shoe business, and says he is learning something new every day. He declares that there are many points which he has yet to master. He finds the study of style conditions, tendencies of the trade, varying demands, altering lasts, and other features of lively interest.

do not consider that when a merchant has to pay from 5 to 15 cents more per pair he is justified in advancing the retail price by 50 cents."

Want New Style For the Money

W. F. Muirhead & Co., Fernie, B. C., advise that they have to pay more for all grades of shoes than they did a year ago, and the average jump is 10 to 20 cents per pair. The quality of the shoes has usually deteriorated where there has been no advance in price. They have raised prices on some lines 25 cents, and on others 50 cents per pair. Their customers object to paying more for the same shoe, but, if the style is changed enough to make it a different shoe, patrons raise no objections. The firm have never tried selling at odd prices, and object to odd figures as they think that when a customer sees a shoe marked \$2.70 he takes it for granted that it is a regular \$2.50 shoe advanced 20 cents, so as to make a cut. W. F. Muirhead & Co., also state they believe that a merchant is justified in advancing the retail price by 25 or 50 cents more when he has to pay 10 to 15 cents more per pair.

An Attractive "White Sale" Window

An ingenious and original "white sale" window was recently featured by W. J. Thurston, shoeman of Guelph. Its novel character and the timeliness of the display created a good deal of interest. Mr. Thurston's windows are fourteen feet deep or long and he had a fence partition, dividing the space about 8 feet from the front and 6 feet from the back. The back portion was dressed with tan and black Oxfords and pumps, mission stands and yellow sateen flooring. The front portion, which was divided by a white scroll fence, had a pale blue sateen bottom and back ground with trimmings to match. Everything in the line of white footwear was artistically arranged in different designs, on white enamelled mission style window fixtures. The shoes were all priced with blue tickets with white printing, making a window of pale blue and white. In the front part of the window, about three feet from the corner of the glass, there was a mast with a white sale, and bearing the words "White Sale." An electric fan placed back of it at the proper angle kept the sale fluttering towards the corner of the entrance, which arrested attention. In fact it was hard to walk by the store front without being attracted to it. It proved to be one of the best advertising and selling window schemes Mr. Thurston has had since he dressed his Easter window with the shoes with feathers on them. The business resulting from the "white sale" window trim was very gratifying.

Half Holidays for Shoe Salesmen

At this season of the year with the warm months of July and August before them, there are numerous shoe clerks and proprietors who labor long hours during the heated term and never enjoy an afternoon off. In many cities and towns, it is the practice of shoe merchants to close on a certain afternoon during each week in order that their employees may be given a respite from labor. Of recent years considerable progress has been made in this respect, and now the weekly half holiday movement is more wide spread than it has been at any other period. The SHOE AND LEATHER JOURNAL knows as a matter of fact that some shoe dealers are keeping their premises open on certain afternoons during July and August when they do not take in enough money to pay for their lunch. It has been generally found that some afternoon is quieter than others and a record of the previous few weeks will show that this is the time to lock the doors. The principal difficulty is to get very one in line, but this can no doubt be accomplished by mutual concessions and a little education and agitation along the lines indicated.

It is well for those in favor of the holiday movement to remember that nothing can be gained by coercion or compulsion. Much more can be accomplished by a spirit of tolerance and a consideration of mutual interests. You cannot drive an opponent but you can lead him. The chief objection to the half holiday movement seems to be that certain merchants in every line are unscrupulous. They will observe the arrangement for the first two or three Wednesdays, Thursdays or Fridays as the case may be and then will begin to

wander back to the shop in the afternoon and like saloons in certain districts, do "a little side or back door business after hours."

Now this underhand practice breeds mistrust and causes any bona fide arrangement to be upset. Once an agreement has been reached to close on certain afternoons or at a given hour in the evening—all merchants, who sign, should have honor enough to live rigidly and impartially up to the regulation and not seek by various doubtful means to violate its terms.

Provincial Convention of Shoe Dealers

A special meeting of the "Boot and Shoe Dealers Section of The Retail Merchants Association of Canada, was held in the Board Room, 21 Richmond Street West, Toronto, on June 20th.

G. J. St. Leger, the veteran Toronto shoe merchant, who is chairman of the section, presided. There was a good attendance, among those present being W. T. Fegan, J. S. Fry, Ed. Cook, F. A. Kiteley, H. J. Shinnick, A. Chisholm (secretary), J. Jupp, Jr., and others.

E. M. Trowern, Dominion Secretary, explained that the chief object of the meeting was to report to the Boot and Shoe Dealers



CHAIRMAN GEO. J. ST. LEGER AND HIS FOUR YEAR OLD GRANDDAUGHTER, BETH MCCALL

that the Legislation required to carry out the work of the last Joint Committee, consisting of Retailers and Wholesalers, had been secured by the Association, after a great deal of time and expense, and that the Committee were now placed in a position where they could proceed. This will mean a great deal to the Retail Boot and Shoe Dealers, not only in Toronto, but in the Dominion of Canada.

Will Watch the Act

"The Workmen's and Employees' Compensation Act" was fully considered, and a strong recommendation was made by the members to the officers of the Ontario Provincial Board of the Association to see no injustice is done to the retail shoe trade by the application of any of the clauses in the proposed Act.

Everyone present felt well satisfied with the reports laid before the meeting, and asked that every retail boot and shoe dealer of the Province be notified asking them to become members of the Association, so that the strength could be increased, which would enable them to carry out decisions that may be arrived at by the Committee.

Convention of Dealers for Ontario

Another meeting will be held in a short time to consider the advisability of holding a Boot and Shoe Dealers Convention for the Province of Ontario.

The organizers will call upon the shoe retailers of the city who are not members, so as to enroll them into the Association.

Chairman G. J. St. Leger gave a very interesting address, and urged every retail shoeman to unite with them, so as to carry on the work that has taken so long to prepare. Mr. St. Leger is one of the oldest members of the Association.

The Ever-Increasing Cost of Retailing Shoes

How Every Dealer Is Facing the Problem—Only Two Methods of Overcoming the Drawback—Efficiency In All Departments and Raising Prices to Cover Growing Expense of Doing Business

By A. E. EDGAR

Here is something for the shoe retailer to think about—something to ponder over. Most shoe retailers are agreed that the cost of retailing shoes has increased but they have not given the matter close enough attention to find out just why, nor have they discovered how much has been the increase. In this article the expense of doing business is discussed in a general way, the application of the warning being left to the individual shoe merchant to apply it to his own business as he sees fit.

When any of the older among us recall to mind the shoe shop of thirty, or more, years ago he has a vision of the merchant, hammer or shoe knife in hand, emerging from behind a partition from whence came the sound of continual pounding. The merchant's sleeves were rolled up to his elbows to give him greater freedom in plying his "trade." He often dispensed with collar and tie for the same reason, and shocking to think of it, he even showed a brawny, hairy throat and chest from behind the rolled back, home-made flannel shirt he wore. To complete the picture one must not forget the apron, sometimes of leather, such as shoe makers to his majesty, the horse, still wear.

The stock of shoes and rubbers was not "large and varied," as was frequently stated in the newspaper card that was most often paid for by shoeing the editor and his family.

There were not many styles and practically no novelties. Nearly everyone of any importance in those days had his or her feet measured and their shoes "made to order." This was necessary, if one desired a fit, for half sizes were hardly thought of, let alone quarter sizes. Widths were not a thing to be standardized—they were the whim of the manufacturer—and were often either too narrow, or "extra full fitters," as the traveling salesman proudly asserted.

The fixtures and furniture consisted of a few shelves along the walls and a couple of low broad "sofas," now properly called "lounges," and a long heavy wooden counter.

The merchant served all customers, except perhaps upon occasions when the "rush" was so great that one of the journeymen shoemakers had to be called from his work to assist him.

Earned Salary at the Bench

Expenses in establishments of this character were not large. The proprietor earned his "salary" "on the bench," and drew it as he required it for family expenses.

After thirty years of change we have a different picture—one that is more pleasing if not quite so quaint.

The modern shoe store (no longer shop), is a hive of industry. Neatly dressed clerks are there at the elbow of the customer almost, before he or she have entered the door.

Here we find thousands of cartons peeping out of shelving expressly built to fit and of expensive wood and handsome finish. Glass cases are dotted here and there and are attractively trimmed for the purpose of showing the more unusual styles. Comfortable settees or individual chairs have replaced the old upholstered sofas. There are mirrors to view the full length figure as well as to reflect the appearance of the shoes one is buying.

There is no reek of leather, no sign of dust, no confusion of sound. All is bustle—but the sound is music to the ear of the modern man and woman. The hum of voices is sometimes interrupted by the whirring cash carrier or the clang of a cash register bell.

The ceiling and walls are expensively decorated, costly rugs

are under foot. The fittings are all attractive and harmonize in finish, color, period and style.

The Change in Display

The store is well lighted by a large expanse of window. The glass is clean and aided by modern science, the prisms throw the light where it is most needed. In the evenings hundreds of tiny electric lights shine forth from artistic chandeliers of brass and crystal. Powerful reflectors or subduing shades regulate the amount of light as required.

The merchant, attired in the newest and most becoming styles, as befits his station in life and his ideas of progressiveness, sits at a roll top desk in a finely fitted office. His stenographer sits before a typewriter upon which she writes the letters dictated by the retailer. The telephone beside him is in constant use. There is a subdued buzz of business but no inharmonious sounds.

In another apartment sits the cashier, whose deft fingers and alert mind compare, count, add, subtract, all day long. The merry clink of coin and the rustle of notes has a musical sound to the merchant, and yet—

He sits with a frown upon his forehead and a perplexed look upon his face. He has before him a statement that, while showing a large business, shows no corresponding gains. Why?

Has Spent His Profits

He calls for a statement in detail and tabulated form and finds he has spent his profits in disbursements covering the following items.

1. Advertising, including newspapers, circulars, booklets, leaflets, programs, prizes, and donations given for advertising purposes, postage on advertising literature, souvenirs, incoming freight and express on advertising matter, losses on goods sold at or below cost for advertising purposes, bill board advertising and outdoor signs, electric light for windows and electric signs, signs for store front, window cards, materials for window displays, depreciation on fixtures for window displays, interior display stands and decorations for local festivals and celebrations, etc.
2. Salaries, including his own for superintendence and executive work, salaries for the salesforce, for the office help, for the delivery force, for extra help, P. M.'s, porter's services, etc.

The Office Outlay

3. Office expenses other than salaries, including depreciation on fixtures and furniture, stationery, books, pens, pencils, inks, typewriter ribbons, paper, postage, filing devices, salesbooks, cash register supplies, etc.
4. Rent.
5. Taxes.
6. Heating.
7. Lighting.
8. Insurance, including insurance on stock, fixtures and furniture, plate glass, tools and machinery burglary insurance, employee's indemnity, and bonds for cashier and bookkeeper.
9. Incidental, including all such items as traveling, telephone, long distance calls, telegraph, car fare, messenger service, wrapping paper and twine, envelopes and boxes for merchandise containers, discounts and rebates given to customers for cause, commercial club dues, post office box rent, towels, soap, etc. for lavatory, brooms, dusters, floor oil and sweeping compounds, decorating and painting and other repairs to store and office, trade journals and newspaper subscriptions, books on business subjects, etc.
10. Delivery charges, including charges for special messenger service, regular barn expenses and feed for horses, upkeep of rigs,

etc. The motor truck will have to replace the old horses and rigs soon and delivery expenses will be correspondingly higher—but he must keep up-to-date.

11. Legal expenses, including collections of debts, drawing of contracts, advice, etc.
12. Interest on investment and borrowed money.
13. Depreciation on stock and fixtures, stolen goods, mis-mated and damaged goods, etc.
14. Bad debts, far more than one realizes.

Efficiency in Every Branch

The modern merchant has one step further to go before permanent success will crown his efforts. He must secure efficiency in every department of his establishment. He must require it from every man, woman or boy in his employ, he must exact it from himself.

The manufacturer is rapidly securing the elimination of all waste in office and factory products that were formerly thrown away as useless, are now utilized in by-products and made to yield a handsome profit, systems that were cumbersome and expensive have been replaced by simpler methods.

The merchant who finds that his profits are not forthcoming, has but two methods of regaining them.

First, he can reduce expenses by increasing sales without a corresponding increase in expenses. If he goes trying to lop off an expense here and there he finds he has hampered progress instead of helping it. He can and should secure more for what he pays out for expenses—he should secure greater efficiency.

Second, he can raise his prices to cover the increased cost of doing business. Thirty years ago, when the merchant swept out his own store, cleaned his half dozen kerosene lamps and worked on the bench between times and late at night, expenses were comparatively light. Yet in those days twenty-five to thirty-three and one-third per cent profit on cost was considered enough.

It is not enough these days. We must raise the prices to the latter figure and compute the percentage on selling price at that.

Reason of Many Small Stores

One reason why there are so many small shoe stores, even in our larger cities, is the fear so many shoe retailers have of their competitors. Brown will not raise his price to cover the increased cost of doing business because he is afraid Jones will get his trade. Jones is just as much afraid of Brown, so there is a deadlock.

The merchant who uses good judgment in buying his stock, places the selling price high enough to cover the cost of doing

business at a profit, offers satisfactory service to the public and sees that the public gets it, is bound to win.

Fair prices never yet harmed a business—a price unfair to the merchant has caused hundreds of failures. When it is considered that the customer not only demands shoes for his money, but store service as well, it is only fair to see that the service is sold at as profitable a figure as the shoes. That is where the merchant fails to look out for himself.

There is no doubt with all the boasted business acumen of our modern merchants that it will be found that in nine cases out of ten he is the veriest tyro—that he does not know the first principles of business.

Should Know Exact Cost

He fails to come up to the standard when he does not actually know to a fraction of a cent what it costs to sell every pair of shoes he handles. How can a man add a sufficient profit to cover the expense of doing business if he does not know what it costs him to do business?

The dealer who does not feel that he should secure more facts about his own business is criminally negligent. He is standing in someone else's way of progress. He will never succeed in trade, although he may never actually fail.

We have too long allowed the traditions of the past to govern our prices, our selling prices. The traveler offers a man "a snap at \$1.20; just the thing to run at \$1.50." Well, if it is run for advertising purposes it is excusable, but the man who buys shoes regularly at \$1.20 to sell at \$1.50 is actually losing money. This is beyond doubt.

The new merchant may have to guess at some of the estimates of his cost of doing business, but after a year's experience he has no excuse at all for not knowing accurately what his expenses are. If he does not reduce these where they are too high, or raise his prices where he cannot reduce expenses, he is on the way to failure.

Too Many Complacent Merchants

These are facts that must be faced. The new business, the business of the second decade of the twentieth century, must be conducted along strictly business lines. There are too many complacent merchants who are just letting things take their course. A man can make a fortune selling shoes at retail inside of twenty years if he conducts his business on scientifically accurate business principles.

The writer expects those last few paragraphs will not be gracefully received by some of the older fashioned shoe retailers, but offers his views and challenges any man to say they are not correct according to his own business experience.

Do Shoemen Co-operate With Their Competitors?

If Not, Why Not?—Are They Making Enough Profit and How Can They Move Dead Stock?—These and Other Subjects will be Discussed in Boston by Retailers from Canada and the United States

A big mass meeting of the shoe retailers of Canada and the United States will be held in Boston, Mass., during the progress of the sixth national shoe and leather market fair. In a letter received from E. W. Burt, chairman of the committee of arrangements, he tells the *SHOE AND LEATHER JOURNAL* that a very hearty invitation is extended to all Canadian retailers. He adds that probably no event has ever drawn such a gathering of high grade trained and successful retail shoe men, and he is pleased to report that the enthusiasm and co-operation which has been extended from various organizations has been most encouraging.

An Outline of Events

The following is an outline of the proceedings, and some of the timely and important topics which will be discussed at the "get-together-week" in Boston from July 10th to 17th.

A general reception to the visiting shoe buyers will be held at the booths of the National Shoe Retailers Association and the South-

ern Shoe Retailers Association in the Mechanics Building on Wednesday, July 10th.

On Thursday, July 11th, at 12.30 o'clock, an Ocean Outing will be held under the auspices of the New England Shoe & Leather Association, assisted by twenty other allied shoe and leather organizations. This outing will be complimentary.

The special committee which has been chosen jointly from the two National Associations to take charge of this Mass Meeting has invited some of the best known retail shoe men in the United States and Canada to give short informal talks on some of the existing trade evils and the first of these meetings will be held in Mechanics Building at 2.30 p.m., Friday, July 12th.

A Few Absorbing Topics

An overflow Meeting will be held Saturday morning in Mechanics Building at 10.30 a.m.

A few of the topics now slated for early discussion are:—
Abuses calling for National Legislation. Such as stamping

manufacturers' names on shoes, eliminating the fake sample stores, misrepresentation in retail shoe advertising, etc.

How to Move Dead Stock. This is a problem which interests every retailer and the proper solution of this very often determines the success of the business.

The Cost of Selling. How Can We Get Best Results? An interesting discussion on store management, sales force, window trimming, advertising and other overhead costs.

Are We Making Enough Profit? The average retailer sells his merchandise at too close a profit. This discussion is calculated to bring out some interesting points of comparison, and experiences will be related wherein successful merchants have made this problem more easy of solution.

Are We Co-Operating with Our Competitors? If not, why not? Much business is lost through petty jealousy between rival dealers. Co-operation is a better method and instances will be shown where it has resulted beneficially to both parties.

How to Profitably Advertise a Retail Shoe Store. A 15-minute talk by a man who has "done things" for retail merchants in the way of boosting business. Definite suggestions and plans which may be carried home and put in operation.

Some of the Speakers

Among the successful retail shoe men who have been invited to speak at this meeting are:—

James P. Orr, Chairman, Potter Shoe Co., Cincinnati, O.; Joseph Strausberger of Washington, D.C.; R. H. Fyfe of Detroit, Mich.; A. B. Eastwood of Rochester, N. Y.; H. E. Hagan of Boston, Mass.; Thomas D. Cox of Birmingham, Ala.; Frank McNeil, Thayer, McNeil & Hodgkins, Boston; John Slater, New York; S. J. Pontius, N. O. Stone, Cleveland, O.; Geo. E. Pearce, Providence, R. I. (oldest retail shoe house in U. S.); J. E. Bassett, Lexington, Ky.; D. F. McIntosh, Holden's, Chicago; Dave Rich, Birmingham, Ala.; Joe Robinson, Robinson Shoe Co., Kansas City; Max Sommers, Sommers & Kaufman, San Francisco, Cal.

At the time of going to press, several invitations to address this meeting have been accepted. A detailed list will appear later in the trade publications.

It is easily estimated that these meetings alone will be worth a trip East to any live retailer, and besides this there is much to be seen and participate in during that week in Boston.

Rail and steamship lines offer reduced round-trip rates to Boston and return during the month of July, and many of these include stop-over privileges and side trips at very low rates.

The Committee is very desirous of obtaining information which will guide them in making plans for this monster mass meeting, regarding the number of retailers who will plan to be there.

The officers of the National Shoe Retailers Association are:—

A. C. McGowin, President; H. E. Hagan, First Vice-President; John O'Connor, Second Vice-President; J. L. Twaddell, Secretary; E. D. Gildersleeve, Treasurer.

"I get a lot of useful information on selling shoes through reading the SHOE AND LEATHER JOURNAL. I read it every month from cover to cover."—H. B. Publicover, Hub Shoe Store, Sydney, C. B.

Keep This Pasted in Your Hat

Call at Booth 38.

Do not forget the number.

Mechanics' Building, Boston.

Sixth National Shoe and Leather Market Fair, July 10-17.

Canadian Day, Friday, July 12.

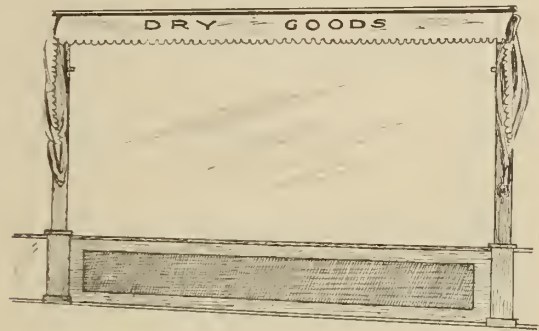
The "Shoe and Leather Journal" will be "at home" to the trade at Booth 38. Every convenience will be placed at the disposal of visitors. Meet your friends there.

The Dirty Soiled Awning

A New One That is in Proper Accord With Attractive Modern Store Fronts—How it Differs From Old Ones.

About this time of the year when warm sunny days are here for a few weeks, most merchants begin to realize just how dirty the awnings in front of their stores look. Some are thinking of purchasing new awnings, and to them this article will be particularly valuable.

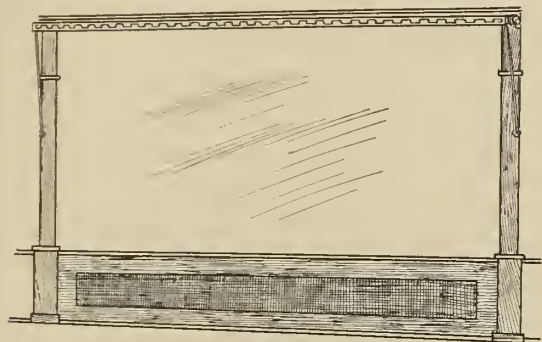
It has always been a problem to get awnings suitable for a shoe store. They have usually been constructed of striped ducks,



THE OLD WAY

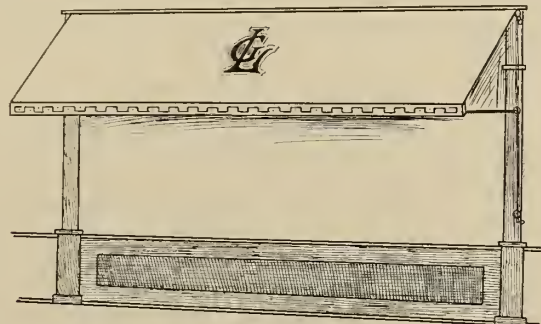
which soon become soiled and very dirty, and when placed beside a nice clean lambrequin in a neatly trimmed window, spoil the appearance of the whole front.

A new style has appeared which, when rolled up, is entirely in keeping with the style of the building. Instead of having a



THE NEW DEVICE—ROLLED UP

valance of duck, the 2 by 4 scantling is mounted with copper or tin in a Greek key design or some other suitable pattern. When the awning is rolled up, this neat metal design is all that is to be seen.



THE NEW DEVICE AS IT APPEARS WHEN LET DOWN

Plain white ducks or linens are used, on which a neat monogram may be painted.

The accompanying illustrations clearly show the difference between the old style and this new and desirable change in awning construction.

A Western Shoe Palace

One of the footwear palaces in the Pacific Coast province is the store of Edward Stark Shoe Co., Granville St., Vancouver. The 150 feet of window display is perhaps the greatest and most ornate on the Coast. The windows are brilliantly illuminated with Tungsten electric lights, making one of the most attractive corners along Granville St. The windows, back and side, are all fitted with British bevel plate mirrors. The floors are of oak and mahogany parquetry. The interior of the store is both impressive and inviting. The single shelf system is used throughout and uniform cartons add to the attractiveness, while the labels are artistic and of neat design. A new feature is the balcony, which does away with sliding ladders. This balcony is located eight feet from the floor and extends on two sides of the interior. The upper portion of the shelving, which runs to the ceiling is used for reserve stock. The woodwork throughout is in white enamel. Individual mission chairs, with neat fitting stools are provided for ladies and gentlemen in separate rows. The flooring is all hardwood and pretty rugs are spread in front of the leather upholstered seats. There are entrances to the store from both Granville and Nelson Sts., and on the Nelson St. side, the shelving is low. On top of this are placed club bags, suit cases, traveling satchels and other goods in which the firm specialize. The Stark boot shop is regarded by travelers as embodying the very latest principles in attractiveness, construction, usefulness and conveniences. Two fine views of the exterior and the interior will be found on pages 35 and 37 of this edition of the SHOE AND LEATHER JOURNAL.

How Much Should You Spend in Ads.

(Continued from page 38)

cuts and put the knife into the back numbers or broken lots, or buy special lots with the end in view of advertising ourselves and our stock."

A. D. Ingraham Co., Sydney, N. S., say they use about 500 inches a month in the local papers and change their wording about ten times a month. They also employ good shoe cuts. They consider that newspaper advertising pays. They expend about 2% of their total income or revenue in advertising. For certain occasions such as special sales, they use circulars, and send out booklets to a selected list of names at different times. They do not keep a list of these names, but secure them from the city rate rolls. They have never offered premiums of any kind to develop trade, and consider that the most direct and satisfactory results in retail shoe publicity are obtained from newspapers and circulars. They conclude, "Regarding our views generally on the best methods of advertising a retail shoe stock, we would say—Use newspapers for regular and circulars or leaflets for special sales."

They Spend Two Per Cent.

Porter & Robbins of Yarmouth, N. S., use a three-inch double column specified space yearly in one semi-weekly and two weekly local papers. They change the wording every two or three weeks and employ cuts which are generally supplied by the manufacturers. In their opinion, newspaper advertising undoubtedly pays and the sum expended should be 2% of the gross turnover of a firm. Circulars, leaflets and booklets they consider bring good results and they mail names, selected from the voters' or ratepayers' list. They have never offered premiums of any kind to attract trade. The best form of publicity they consider is newspaper advertising, accompanied by frequent changes, well-dressed windows and neatly trimmed show cases; also using a good calendar yearly or every two years. "A persistent following up of newspaper advertising and select advertising matter; countryside signs and strict attention to business, believing always that "a satisfied customer is the

best advertisement," are the views of this firm as to the most efficient way to make known a retail stock.

Does Not Believe in Premiums

"I have not used any space in the press for four or five years, but when doing advertising I changed the wording once a week," says John Kylic, of Peterboro, Ontario. "I always used a good cut and also one or two in any special advertising that I did. I consider for doing business in some places, that advertising, when followed up right, will pay, but some of the best business men in Peterboro, never advertise. I have not got out circulars for some years, but when I did mail them, I always secured a list of names from the city or county directories. I have given calendars as premiums, but found them very unsatisfactory. Some of my best customers did not

The Growth of a Great Industry

The rapid development of the shoe industry in Canada is indicated by the fact that twelve years ago there were only seventy-five shoe manufactories in the Dominion, with a credit rating of less than four million dollars. To-day, there are over double this number of firms, with a credit rating of over twelve million dollars. The United Shoe Machinery Company's returns show that within the last five years, nearly sixty factories have been supplied with machinery, practically all of them being new firms. This affords some idea of the rapid growth of the footwear industry in Canada. In the recent computation, it may be stated that there are several young factories which have started recently, and have not been taken into the foregoing consideration. These will develop, as the business as a whole, has never been in a more satisfactory condition than it is to-day. Orders have been coming in encouragingly for all fall and winter deliveries, and some concerns are complaining of a shortage in help. There are at least a dozen shoe companies in the Dominion who, at the present moment, are erecting new factories or having large extensions made to present premises.

receive any and were, therefore, dissatisfied. When once established, I believe that the best method to make known a retail shoe stock is good attention to every customer and selling the goods on their merits."

Well Dressed Windows the Best

"A well selected stock of goods, bright windows, attentive clerks, honest dealing and pithy newspaper ads. are the best means to advertise a retail shoe store," says F. Sutherland, of St. Thomas. We use a double column, four-inch space three times weekly in the two daily papers and change the wording frequently. We make good use of cuts and believe that advertising pays if systematically done. We think that about 2% of his total turnover is what the average merchant should spend in publicity. We make use of circulars and letters to prospective purchasers and old customers. We secure new names from the directory. We have never given premiums and do not believe in the practice. Well dressed windows have brought us the best returns in any line of publicity that we have undertaken. We also believe that newspaper advertising pays well, if systematically done."

Some Don'ts for Shoe Manufacturers

- Don't pack shoes in soiled cartons.
- Don't pack shoes with cheap tissue paper.
- Don't take a chance with patent leather shoes by packing before they are dry.
- Don't use broken cartons in packing new goods.

How a Young Man Started Business on \$1,600

Believes That He Made a Wise Move—Father Told Him That He Would Put Him Out of the House, but Afterwards Aided Him—How Arrangements Were Made to Stock Different Lines

There are many young men who would like to go into business, but they lack the fortitude or determination to take the step. They fear that they have not sufficient capital, enough experience or executive ability. They cannot decide upon a proper location, or come to a conclusion whether their home town or city or some growing place in the West presents the best inducements. They do not know whether to go in an exclusive shoe store, clothing establishment, or haberdashery shop.

Here is the story of a young man as told by himself, who jumped into business in an Ontario city, and by pluck, judgment and ability, made good from the start. He decided that he would locate in a growing section of his native burg, and start a complete furnishing store for men. He was in a position to deck a man out from head to toe. He writes:

I had been working for my father as clerk in the clothing store and looking after the tailoring department, cutting, etc., for six years. During that time I always thought I would start for myself as soon as I was experienced enough, and could save the money. My wages during these years ranged from \$6 to \$13 per week. I had \$1,100 in the bank when I left.

I told my father of my intentions and asked him to give me \$500, as I considered about \$1,500 would be needed to start even in a small way. He set his foot down at once, telling me I was not old enough, and had not had the experience, also that I wouldn't get a cent from him. He said that if I intended going on with my plan he would put me out of the house, so instead of having his support and help, he hindered me whenever he could. He prophesied I would last six months. However, I decided to go ahead.

Co-operated With Travelers

I first co-operated with the travelers whose firms I contemplated buying goods from, to find out what I could do in the matter of terms and datings.

I had quite a time deciding where I would start. I visited other cities, but finally decided on the growing district of my own city. I picked out a store that I thought would suit my purpose, and arranged a lease for one year, with the option of renewing for four years more, the landlord to alter the front of the store.

I had decided to put in a small stock of each of the following lines: Men's suits and overcoats, suitings and overcoatings, furnishings, hats and caps, boots and shoes, and workmen's supplies. I first approached a clothing house and arranged with them for an open account of \$1,500, and with \$200 cash and balance as I could pay, with interest at 6 per cent. after the first year on invoices owing, and 5 per cent. discount on all goods paid for in six months, I next wrote to a furnishing house. I was not so well known by the house I decided to buy from, so I was unable to get an open account. They, however, gave extra long terms, with the regular discount. I got a stock of \$300, consisting of fine shirts, collars, ties, braces, underwear, etc.

Arranged for Shoe Supply

I next visited the shoeman. I bought \$500 worth, mostly heavy working shoes, also a few fine lines. I was to give notes, \$100 payable per month. He also informed me he had some good second-hand fixtures which he could sell me cheap for cash. These I bought and altered to suit the store and my ideas. In this way I got my fixtures completed and set up in the store for a little over \$400.

I bought \$200 worth of hats, stiff and soft shapes, and caps, paying \$50 down, and balance in notes at four and five months.

My purchases of heavy underwear, working shirts, mitts

and gloves amounted to \$340. I paid \$50 cash, and gave my note at five months for the balance.

Odd trousers, boys' knickers, overalls, smocks, jeans, etc., ran up to \$575, payable \$100 down and four and five month notes for balance.

Suitings, trouser lengths and trimmings cost \$250, with \$50 cash and balance in notes at four and five months.

Amount paid out:—

Clothing	\$200.00
Shoes	100.00
Hats and caps	50.00
Mitts and gloves	50.00
Trousers	100.00
Fixtures	400.00

\$900.00

This left a balance in the bank of \$600. I divided \$500 of this amount between the different firms as further evidence of good faith, accompanying each cheque with a letter, saying if I needed any extra dating at any time they should take this prepayment into consideration.

Had Another Try at Dad

After I had rented the store and bought the goods, and the fixtures were being installed, I had another try at my father for the \$500. He had not put me out of the house as promised. I gave him a good strong talk, and he handed me his cheque for \$500, at the same time telling me he just wanted to see if I had the sand in me to go ahead. He said if I couldn't stand on my own feet at the start I would always be wanting to lean on him. However, after I got started, he helped me along as much as possible.

I started the first of August. That is a good time, as it gives you practically two months to get acquainted and advertise before the fall business begins.

His Publicity Plans

Expecting to get business from one corner of the city only, I decided not to do any newspaper advertising, but got a good reliable man to take handbills from door to door. I also change my window often, and try to make it as attractive as possible.

I have now been in business one and a half years, the first year drawing \$15 per week wages and profits of one thousand besides. I turned my stock of \$4,000 over three times. For the half year just ended my increase of business over the previous half year has been 30 per cent., so you will see I made a wise move starting for myself.

Cash!

Take the Cash and Let the Credit Go.

The knot was tied; the pair were wed,
And then the smiling bridgroom said
Unto the preacher, "Shall I pay
To you the usual fee to-day,
Or would you have me wait a year
And give you then a hundred clear,
If I should find the marriage state
As happy as I estimate?"
The preacher lost no time in thought,
To his reply no study brought,
There were no wrinkles on his brow;
Said he, "I'll take three dollars now."—Cash Beats Credit.

Some More Thoughts on Going Into Business

Would Open Out in the Spring

By JESSIE CUMMING (with H. L. Harrison), Fergus, Ont.

I have decided to take my \$2,500 capital and commence business about April 1st in a town of 1,800 inhabitants. My reason for spring opening is that I believe a better showing can be made, and styles are more distinguished than in the fall; also that I can have more stock, on account of the heavy rubber season being over.

You will notice by my statement I have allotted \$20 for advertising purposes, to be spent in the following way: 500 postal cards, to be sent in town and country inviting patronage, also \$5 space in local paper, and changing advertisement every week. Sign boards to cost \$5 to be put up in conspicuous places, and along the country roads, as a name ever before the people is sure to bring results. Toward the end of the month \$5 will be spent on novelties for the school children, for they are really the best advertisers. Get the children interested, and the parents will soon follow.

For window trims I have set aside \$20, believing this to be a good investment. This money will be used for brass stards, bright floor coverings, windows to be changed at least once a week.

There is a good farming community surrounding the town, consequently I had to invest a good sum in heavy lines of shoes, and you will notice I have not invested in heavy rubbers at all, as the season will be practically over, and I would have to carry them over, thus saving the loss I might have on same.

The business is to be conducted on a strictly cash basis, and I have a balance of \$334.55 for unforeseen expenses and for stock which I may perhaps require, but which I have not bought. I shall also have \$39.35 discount, which gives me a total of \$373.90 in the bank. My expenses I have figured monthly, and my insurance I pay as soon as the stock is in the building, but I expect after the first month I shall be able to manage on the amount of business done.

Capital of \$2,500; Town 1,800

MEN'S.

15 pairs patents, \$3	\$ 45.00
15 pairs patents, \$2.60	39.00
15 pairs box calf, \$2.40	36.00
15 pairs vici kid, \$2.40	36.00
15 pairs tan calf, \$2.75	41.25
12 pairs tan oxfords, \$3	36.00
12 pairs calf oxfords, \$2.30	27.60
12 pairs patent oxfords, \$2.40	28.80
12 pairs dongola blucher, \$1.50	18.00
12 pairs dongola bluchers, \$2	24.00
12 pairs calf, \$2.25	27.00
12 pairs dongola congress, \$1.50	18.00
12 pairs dongola, plain toe, \$2	24.00

\$400.65

FARM AND FACTORY.

15 pairs E. kip, \$2	\$ 30.00
15 pairs grain, \$1.50	22.50
15 pairs split, \$1.50	22.50
15 pairs split, \$1.20	18.00
15 pairs grain congress, \$1.25	18.75

15 pairs buff, \$1	15.00
15 pairs tan, \$2	30.00
12 pairs long boots, \$2.50	30.00

\$186.75

WOMEN'S.

15 pairs patent, \$3	\$ 45.00
15 pairs patent, \$2.60	39.00
15 pairs patent, \$2.40	36.00
15 pairs vici kid, \$3	45.00
15 pairs button calf, \$2.40	36.00
15 pairs button patent, \$2.40	36.00
12 pairs patent oxford, \$2.40	28.80
12 pairs patent oxford, \$2.25	27.00
12 pairs tan oxford, \$2.00	24.00
12 pairs kid oxford, \$1.50	18.00
12 pairs patent pump, \$2	24.00
12 pairs kid strap, \$1	12.00
12 pairs S. tie, \$1	12.00
12 pairs buskins, 60c	7.20
12 pairs house slippers, 50c	6.20
12 pairs dongola, \$1.50	18.00
12 pairs dongola, \$2	24.00
12 pairs patents, \$1.60	19.20
12 pairs calf, \$1.60	19.20
12 pairs grain, \$1	12.00
12 pairs split, \$1.20	14.40
12 pairs grain, \$1.20	14.40
12 pairs grain oxford, \$1	12.00
12 pairs dongola button, \$1.50	18.00

\$546.00

MISSES', 11—2.

12 pairs dongola, \$1	\$ 12.00
12 pairs dongola, \$1.30	15.60
12 pairs patent, \$2	24.00
12 pairs calf, \$1.50	18.00
12 pairs dongola, \$1.50	18.00
12 pairs buff, \$1	12.00
12 pairs kangaroo, \$1.35	16.20
12 pairs grain, 90c	10.80
12 pairs patent strap, \$1.10	13.20
12 pairs patent oxford, \$1.60	19.20
12 pairs chocolate dongola, \$1.50	18.00
12 pairs dongola, \$1.20	14.40

\$191.40

Boys', 1—5.

12 pairs dongola, \$1	\$ 12.00
12 pairs dongola, \$1.25	15.00
12 pairs calf, \$1.45	27.40
12 pairs patent, \$1.50	18.00
12 pairs kip, \$1.50	18.00
12 pairs split, \$1	12.00
12 pairs grain, \$1.20	14.40

\$116.80

YOUTHS'.

12 pairs dongola, \$1	\$ 12.00
12 pairs calf, \$1.10	13.20
12 pairs patent, \$1.25	15.00

12 pairs tan calf, \$1.50	18.00
12 pairs grain, \$1.20	14.40
	\$ 72.60

LITTLE GENTS', 8-10.

12 pairs buff, 80c	\$ 9.60
12 pairs dongola, \$1	12.00
12 pairs calf, \$1	12.00
12 pairs dongola tan, \$1	12.00
12 pairs patent, \$1.20	14.40
	\$ 60.00

CHILDREN'S, 8-10.

12 pairs patent, \$1.10	\$ 13.20
12 pairs dongola, \$1	12.00
12 pairs chocolate, \$1.10	13.20
12 pairs calf, \$1.20	14.40
12 pairs grain, 90c	10.80
	\$ 63.60
60 pairs, infant's	\$ 43.80

BABIES' SOFT SOLES.

12 pairs tan, 20c	\$ 2.40
12 pairs red, 30c	3.60
12 pairs white, 30c	3.60
12 pairs blue 37½c	4.50
	\$14.10
20 pairs bedroom slippers, 85c (tan, blue, red) ..	\$ 25.50

RUBBERS.

25 pairs clog, 60c	\$ 15.00
25 pairs storm, 60c	15.00
25 pairs plain, 60c	16.50
25 pairs R. sole, 60c	15.00
25 pairs women's storm, 50c	12.50
25 pairs women's plain, 50c	12.50
25 pairs misses' plain, 35c	8.75
25 pairs child's, 30c	7.50
25 pairs boys', 50c	12.50
25 pairs youths', 40c	10.00
7 pairs rubber boots, \$3	21.00
	\$146.25

FINDINGS.

Laces, insoles, rubber heels, brushes, etc.	\$ 50.00
Men's and women's hosiery	50.00

STOCK BOUGHT.

Men's	\$587.40
Women's	546.00
Misses'	191.40
Boys'	116.80
Youths'	72.60
Little gents'	60.00
Children's	63.60
Infants'	43.80
Babies'	14.10
Slippers	25.50
Rubbers	146.25
Findings	50.00
Hosiery	50.00
	\$1,967.45

EXPENSES FIRST MONTH.

Insurance	\$ 20.00
Rent	20.00
Light	2.00
Wages (school boy)	10.00
Silent salesman	80.00
Two seats	10.00
Window trims	20.00
Coal	10.00

Brooms and brushes	2.00
Rugs	4.00
Advertising	20.00
	\$198.00

Stock	\$1,967.45
Two per cent. discount for cash	39.35
Expenses for month	198.00
Balance, \$373.90, to be deposited in bank.	

The First Year the Most Trying

By J. D. REILLY, Welland, Ont.

I am supposing I HAVE already begun BUSINESS on a capital of \$1,000, and here is MY EXPERIENCE

In the first place I secured a store on the "main" street of the town in which I was then located. The store was rather small, 13 by 50 feet, with up-to-date shelving and ledges, in fact, had just been vacated by a shoeman who had failed. Having leased the store, I bought the tables, seats and a small desk and carpets for \$40. I then went to one of Ontario's leading manufacturing and jobbing houses and bought goods to the amount of \$600; from another manufacturer I bought \$250, from a third I bought \$150, a total of \$1,000. On the \$600 purchase I paid \$400 cash, taking five per cent. discount. The two other amounts I got two per cent ten days, with almost thirty days dating.

My invoices showed as follows: Men's shoes, \$400; boys' and youths' shoes, \$150; women's, \$300; misses' and children's, \$150. (These figures are in round numbers, but close to the mark). On this I had paid \$776, discount \$24, which nearly paid a month's rent. The rent was \$25 per month. This was in April 19—. The next season I was "in it," for the travelers called on me on their regular trips for fall and winter goods.

Later I added a few suit cases, club bags and an assortment of findings, all of which paid a good profit. I gradually increased my stock until I reached the limit of my store capacity, a \$3,000 with an annual turnover of about \$9,000. I made it a rule to pay my rent on the first of the month in advance. Then I took out \$7 per week for board, etc., and \$10 per week as wages

I did not set aside any special amount for advertising, but found a small space in a daily paper, inserted three times a week, and changed as often—a good trade-puller. That cost me \$5 per month. I carried insurance up to 75 per cent. of my stock.

I soon found my business to be largely a man's trade, and I naturally increased that department most, but did not neglect the women's, but kept it up-to-date, although smaller.

My stock sheet four years later showed as follows. all paid for, viz.:-

Men's Goodyear welts	\$500.00
Men's McKay	475.00
Men's staples	425.00
Men's oxfords and slippers	125.00
Boys' and youths'	230.00
Rubber goods	127.00
Findings.	93.00
Women's Goodyear welts	200.00
Women's McKay	225.00
Women's staples	150.00
Women's oxfords and slippers	115.00
Misses' and children's	155.00
Traveling goods and fixtures	50.00

\$2,870.00

The inventory being taken in April, rubber goods were pretty well cleaned up. I do not know if this would be called a good showing or not, but I lived in comparative comfort, enjoyed myself, but kept "knitting."

Practical System of Retail Shoe Store Accounting

The System Here Described Especially Applicable to City Stores—Useful Pointers on Office Methods for All—Too Many Shoemen Never Know Where They Stand—Not Intricate to Keep Up

By W. ERNEST (Office Manager, G. G. Gales and Co., Montreal)

A retail shoe store is face to face with many problems in its accounting methods, the greatest being the ability to keep an exact record of its different transactions, and from these records to evolve a system that will enable a set of statistics to be kept for the purpose of readily seeing the position of the business at any time, and also for comparisons with corresponding periods, in order to keep informed of its state of progress.

One of the greatest aids to installing system in such a business, and of the greatest use in the general office is the cash register. These are made so perfect that they will take care of the various transactions as each occur, adding them together on different counters, so that at the end of each day a complete check can be made by the office staff, with the register readings as taken from the machine by the cashier when cash is collected from the register.

This will assist the office and at the same time save a great amount of time, which would otherwise be spent in detail work, and would necessitate a larger staff than necessary.

However, on the other hand, should the business in question not warrant the initial expenditure of one of these valuable machines, a workable system can be instituted in the following manner.

System Without Use of Cash Register

Cash sales should be made out by the different sales clerks, on proper cash checks, made in duplicate provided for the purpose, and the cashier as she receives them, should file them on pin files in front of her, allotting one file to each sales clerk, for the greater convenience in obtaining the particulars at the close of the day's business.

Charge sales should be treated in the same manner, with the exception of having all checks of this description initialled by the proprietor or floor manager in charge, and afterwards kept on file for charges only by the cashier.

The same method should apply to all C.O.D.'s and Appro.'s that are dealt with during the day's business, and also any credits off charges or refunds off cash sales.

When the cash has been counted and sent to the general office for deposit, particulars of the day's business should be taken in the following manner:

All checks should be detailed on a sheet called the daily sales sheet, which should be numbered on the sides to correspond with the numbers of checks in the check book which the sales people are using. This usually runs from 1 to 50. The remainder of this sales sheet should be given over to money column rulings, and there should be a cash and charge ruling devoted to each sales clerk, together with an extra one for Appro.'s and C.O.D.'s. There should also be included on this sheet a place where a summary of all the footings can be made.

Detailing Each Clerk's Business

The reason for having this sheet numbered on the lines 1 to 50 is that it will be easy to detail each clerk's business quickly, under the same number as each individual check; while at the same time it is a great assistance when checking the books for any missing numbers amongst the checks, as it enables an enquiry to be put in hand right away.

After all the checks have been enumerated on the sales sheets and the footings made you have the following results, viz., amount of each sales clerk's sales, both cash and charges, amount of C.O.D.'s and Appro.'s sales that have been made, which added together on the summary aforesaid, gives you the gross total sales for the day, and if you deduct from these figures the amounts of refund off cash and credit off charges, you will have the net sales for the day. In order to catch them more quickly and for greater convenience it is as well to work all refunds and credits in red ink on the sales sheets against the various numbers

they belong to in the clerk's totals.

The next step is to departmentalize all the checks by enumerating them, this time on sheets ruled for the purpose, with money columns for cash sales, charge sales, and whatever departments there may be, such as findings, rubbers, repairs, shoes or sundries, and possibly having one for



D. LORNE MCGIBBON

RE-ELECTED PRESIDENT OF AMES-HOLDEN-MCCREADY LIMITED AT THE RECENT ANNUAL MEETING.

hosiery, should the business carry that very important addition to its regular trade.

These figures when totalled should agree with the daily sales sheets, and thus check your work.

It is wise to have the width of two or more money columns left in these departmental record sheets, so that the names, etc., of the charge customers can be noted for your greater assistance when posting these amounts day by day to the customers' ledgers. This, of course, may sound very intricate and difficult, yet it can be carried out by anyone appointed to undertake it, in the following time, viz., 1½ to 2 hours, daily, and the information thus obtained is invaluable.

For Comparative Purposes

With these figures you can keep a daily record, adding them to those which have gone before, so that you are able to tell on any day the amount of any particular item of information that it is necessary to know, in the following simple manner:

Take your departmental records and place them down one after the other in a column which we will call "to-day's business." In the next column put down the amount of business for each department, for the period that has gone before, and head the column "amount forward." These two added together will give you the total departmental sales to date.

Your sales clerks records can be kept in the same manner, and you can easily keep an account of amounts outstanding by treating your net charge sales similarly and taking away from them day by day as they occur, the various items of cash received on account. You can keep track of your cash received on account, cash sales, and full total sales on the same sheet, if you so desire it.

It is advisable when you have taken all these particulars day by day as above advised that you put them into a book called, for convenience, "statistics book," at the end of each month, when you have the totals for the complete month.

This is a book which can be procured at any stationer's and is ruled for money columns across each page. You enter the different months in the year in the first column on the extreme left, and by heading every succeeding column

with the years required you will find that you will be able to have your statistics for comparison purposes in a very complete manner—month against month and year against year for a good number of years.

Into this book it is a wise thing to enter such items as the following: Total sales, cash sales, charge sales, departmental sales, sales clerks' totals, purchases, received on account, advertising, insurances, duty, and any other item which is likely to become a chargeable amount, and for which it would be better if a comparing account was kept.

If these little accounting devices are instituted the extra amount of work will only require about half an hour of time, in addition to the ordinary detail work as before stated, and you will more than save that amount by the greater efficiency of your records, which will eventually give you some very valuable data for future use.

Purchase Record System

Now, as regards the other portion of the work. Invoices dealing with merchandise coming into the store, after being O.K.'d by the shipper, who receives the goods, and the prices duly recorded or checked by the cost book, are handed to the bookkeeper, to check up against the actual order given (which should be able to be obtained quickly, provided that the filing of such has been carried out in a fairly intelligent manner), and then analyzed under the various departments or sundry expense accounts, and eventually posted to the purchase ledger in the regular way every day. There are, of course, a number of queries constantly arising every day that are apt to be confusing to many shoemen, but they can soon be reasoned out. Here are a few of the most frequent ones:

A proprietor of a business of this kind should always have a certain amount put aside as his salary, whether he draws it or not. And then, should he have a drawing account, which is usual in these cases, the amount of salary should offset the other amount. If an amount of this kind is not taken into consideration it would appear from the books that the business was showing so much more as a profit, while actually it would be doing no such thing because of the proprietor's salary not being taken into consideration. Also, by dealing with it in this manner, it forms a most useful guide for your statistics in your salaries compar-



CLARENCE F. SMITH

RE-ELECTED GENERAL MANAGER OF AMES-HOLDEN-MCCREADY LIMITED AT THE ANNUAL MEETING HELD LAST WEEK.

isons—or should you at any time wish to take a percentage of salaries to cost or turnover.

Also, as regards reserves for assets and liabilities at the end of each year, great care should be exercised to see that all liabilities are included and that your share of assets is not neglected, such as insurance paid until a certain date much in advance of the closing dates, or telephone, or rent, or anything of a like nature.

Also see that all car fares are charged to your delivery account, as, because they are usually so small, they are sometimes overlooked for that reason, and just jogged down to swell the general expense account, *which account should always be kept as low as possible.*

Remember to depreciate very fully each year your furniture fixture accounts, rolling stock, and book debts, so as to place you on the right side, should a liquid realization of assets be needed at any time, and to show that your capital account is not bolstered up with same amounts that are only good on paper, but actually not realizable.

The Way to Base Profits

A word about cost and profit before the subject is finally dismissed. Remember to always base your profit on the selling price and not on the cost, as you will see by the following example the difference that it makes—

Selling price of shoes	\$10.00
Cost price of shoes	7.50

Profit \$2.50, equals 25 p.c. gross profit.

Whereas, if it had been taken on the cost price it would have been 30 p.c. gross profit, and you would be wondering perhaps how it was the business wasn't ever so much better than it really was.

In the event of having several departments, it is absolutely necessary to charge up against each department the expenses that it is directly responsible for, but in addition to these there are others which are included in the full amounts that are paid, and while these departments are getting the benefit of the expenses, still, owing to there being no apparent division as to their liability, it is very often overlooked entirely. The best way to do in a case of this description is to take your department turnover for the year and take a percentage of it against the total turnover for all departments for the same period. Then with the percentage figure so obtained you will be able to figure out the amount pro rata that each department is liable to; and if you use the department's gross gain against the expense figures so obtained, you will be able readily to see how each department is going on, and whether its continuance is profitable or not.

Of course, this would be unnecessary in a large departmental store, as these figures would be carefully and regularly charged against each department, but when you have several different departments in a small retail store, this seems to be the better plan.

Another very important thing to remember is that your window trimmer's salary should essentially go to advertising account, likewise any material that is purchased by him or for him for that particular purpose. Undoubtedly, one of the best advertisements that any retail store can have is its windows, because they are the trade-getters. You will find that quite a number of firms allow this to go without any question whatever to either salaries account or expenses, as a great majority of them are not sufficiently interested in the matter to care how these should be treated—and so a great deal of their data for the same reason could not be relied upon.

As regards the filing arrangements for the purchasing records, these should be kept in the following manner:

Each season's requirements separate, and "at once" or "immediate" orders separate, so that you can pick out your spring, summer, fall or winter's requirements as you want them, and in the same manner attend to the "at once" and "immediate orders."

How to Ensure Careful Buying

Before closing I would like to add that you should be very particular (and this does not concern accountancy so much as management) about ordering your new stocks for the seasons, so as not to double up on lines that are poor sellers, or get overstocked on others, and I consider an easy way to avoid that difficulty is to have a series of sizing cards over each rack where the reserve stock is kept, denoting exactly the number of pairs there, and the sizes—so that you are able to get at your exact number of pairs at any time by simply collecting the cards and basing your orders accordingly on the report that is given you by the cards, which should be kept up-to-date day by day by the shipper.

This is one of the most important points to consider, as it involves an enormous amount of money, which can be tied up in this manner indefinitely, and very often, after being carried at interest rates by the retail storekeeper, eventually has to be got rid of at a sacrifice.

Ups and Downs in Busy Shoe and Leather Centres

Movements and Sayings That Are of Interest—Demand for White and Tan Goods Continues Unabated—Orders for Sorting Are Brisk—Retailers Hail With Satisfaction the Advent of Warm Weather—Other Readable Notes

O. Cloutier & Co., shoe dealers, Quebec, have dissolved partnership.

Louis Pauquette, shoe dealer, Montreal, has made an assignment.

Albert Kales, shoemaker, of South Edmonton, has sold out to A. Schultz.

Wm. H. Found, 198 Lippincott St., Toronto, has installed a six-foot Goodyear repair outfit.

Robert Gray, shoe retailer, of Weston, is spending a few days in New York city on a visit.

The shoe firm of Patterson & Watt, St. Mary's, Ont., has been succeeded by Joseph Patterson & Co.

Charles Askew, James Street North, Hamilton, has installed a 22-foot complete Goodyear repair outfit.

O. J. Killam, of Truro, N.S., representative of several footwear firms, was in Toronto this week on his way West.

B. D. Kert & Co., shoe retailers, of Montreal, have effected a compromise.

The Main Shoe Store, of Montreal, has assigned. A meeting of the creditors will be held on July 5.

Richard George has opened a boot and shoe repair shop on John Street, Port Hope.

Wilding & Co., of Wainwright, dealers in boots and shoes and dry goods, have been succeeded by H. C. King.

C. A. Davies, of Blachford, Davies & Co., Toronto, spent a few days recently among the trade in Quebec.

Louis Gunn has registered a partnership at Winnipeg under the name of the Elgin Shoe Co.

Pierre Paris, grocer and shoe repairer, of Vancouver, has sold his business to George Hearne.

C. W. Bloor, of Ingersoll, died a few days ago. He at one time conducted a large shoe store on Thames Street in that town.

McAllister & Spalding, harness dealers, of Camrose, have dissolved partnership. H. G. Spalding continues the business.

William Garside, of Garside and White, Toronto, is spending a few weeks' holidays at Lorne House, Point au Pic, Quebec.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, is in Toronto with a very attractive range of spring and summer samples for 1913.

Mr. Dupont, of Dupont and Frere, Maisonneuve, is in Toronto with a fine line of next year's samples, which his firm are presenting to the trade.

R. E. Jamieson, of Toronto, Ontario, manager of the Canadian Consolidated Rubber Co., spent a few days last week in New York, Detroit and other cities on business.

Lieut. W. Alfred Moore, of Beardmore & Co., Toronto, has returned from spending a couple of weeks in camp at Niagara-on-the-Lake with the Mississauga Horse.

Minden Bros., dealers in shoes and men's wear, at Sturgeon Falls and South Porcupine, Ont., have assigned to Richard Tew, of Toronto.

L. R. Howard, of the Nugget Polish Co., has returned from a successful trip to Orillia, Barrie, North Bay, Cobalt, and other points in Northern Ontario.

Charles Bonnick, Toronto manager, was in Montreal last week attending the annual meeting of the Ames-Holden-McCready, Limited.

Mr. Maybee, of Mitchell, Hembroff and Maybee, wholesale shoes, Moose Jaw, Sask., was in Toronto and other points last week on business.

The Minister Myles Shoe Co., of Toronto, are distributing handsome metallic pencils, advertising the Beresford shoe for men.

Harry Thompson and W. S. Pettes, of the newly-formed

Thompson Shoe Co., jobbers, Montreal, are at present in Boston on a ten-days' buying trip.

The Miner Rubber Co., of Granby, Que., are opening a large and well equipped warehouse on St. Peter Street, Montreal, which will place them in an excellent position to attend to their Eastern business.

F. M. Stafford was among the business men of North Ontario, who recently waited upon the Ontario Government in reference to improvements in the northern country. He is a live retailer of Sudbury.

N. Ingraham, lately with George Arbuckle, shoe dealer, 930 Queen Street East, Toronto, has opened a new shoe establishment, at the corner of Gerrard Street and Logan Avenue, Toronto.

The Scholl Manufacturing Co. have recovered from the effects of the recent fire, and have secured new and enlarged quarters in Toronto at 214 King Street East. Everything in the manufacturing and stock department is running in fine shape and all orders are promptly filled.

Among recent callers on the trade in Toronto were Ed. Squires, of Stanley Mills and Co.'s shoe department, Hamilton; C. P. Coles, Brantford; Wm. Milton, Hamilton; F. J. Habgood, Niagara Falls; E. W. Smith, St. Catharines; W. McPhail, Hamilton, and J. Sutherland, Newmarket.

Mrs. Martha H. Connor, who conducted a boot and shoe store in Truro, N.S., died last week. Her husband was in business for many years, and since his death the store, which is one of the busiest in the province, has been carried on by Mrs. Connor and her son, William.

The Hamilton City Council has repealed all the early-closing by-laws, because it was stated that sufficient signatures to petitions had not been procured. Mayor Lees said just as soon as sufficient signed petitions were presented Council would have to enact the by-laws again.

A despatch from Quebec says: The sale was made by auction of the liquidated stock of the Campbell Shoe Co., Limited, by the firm of LaRue & Trudel. The book debts, amounting to \$52,332.01, were purchased by Mr. Meise Leclerc for 1¼ cents on the dollar.

J. S. Ashworth, Canadian manager for Sir H. W. Trickett, the noted slipper manufacturer, of Waterfoot, Eng., who was married recently at Larne, Ireland, to Miss Maud N. Jackson, has returned with his bride to Toronto, and taken up residence on Jarvis Street. Mr. Ashworth's many friends in the trade are extending congratulations.

A Toronto shoe firm have been featuring arch supports at \$1.39 per pair, and have decorated their windows with these appliances. They report that the cut in price has increased the sales enormously, and that more persons have bought arch supports from them in one week than they ever sold before in two or three months.

Guelph travelers are arranging to hold a monster picnic about the end of July or the beginning of August. We learn from H. H. O. Stull that the commercial travelers of that city are working together very harmoniously. They generally meet on Saturday afternoon to discuss matters of interest to themselves, and intend to take a suite of rooms, so that they can have permanent quarters.

W. E. Woelfle has opened an office as manufacturers' agent at 132 Young St., Berlin. He has taken the selling agency for Ontario for the A. P. Cimon Shoe Manufacturing Co., Montreal, and will put three men, besides himself, on the road to handle the products of the firm. The Cimon Co. are erecting a large and modern shoe factory, which will greatly increase their facilities.

Several Toronto jobbers will leave for Quebec on their semi-annual business trip next week for the inspection of spring and summer samples for the coming year. Word has been sent to all the wholesalers by J. S. Langlois, secretary of the Quebec Boot and Shoe Manufacturers' Asso-

ciation, that the samples of the various factories will be ready for their scrutiny on July 10 and following days. The ranges are said to be very attractive.

T. W. Hart, of the Nugget Polish Co., left last week for Calgary, where he will be in charge of the firm's exhibit at the Calgary Exhibition, which opens on June 28. He will also supervise the display which the company will make at the Winnipeg fair on July 12. W. F. McNeill, Canadian manager of the firm, leaves this week on an extended trip to the West and will visit all the important fall and summer shows.

The following was among the inquiries relating to Canadian trade received at the office of the High Commissioner for Canada, 17 Victoria Street, London, S.W., during the week ending June 10th, 1912: A London company manufacturing athletic goods, and also leather traveling bags and trunks, and similar lines, are desirous of finding a resident Canadian representative to act for them upon a commission basis.

H. P. Blachford, of the shoe firm of H. & C. Blachford, Toronto, is erecting a fine business block at 748-750 Yonge Street, Toronto. The stores will be leased for commercial purposes. A heavy cornice stone on the structure fell recently and several pedestrians had a narrow escape. Workmen were setting the second to last stone of the heavy overhanging Indiana stone cornice when the whole thing crashed down into the street, crushing the roofed barricade

flat and breaking in even the sandstone flags of the sidewalk.

Jobbers did a big sorting business during June, and report that trade for the past month has seldom been better. There has been a lively demand for tennis and lacrosse goods. Whites, in pumps, colonials and high cuts have been in active requisition. Although this has not been an oxford season, the number of orders coming in has been gratifying. Tans in all shades and white canvas and white buck pumps are moving remarkably well, and some houses find it difficult to secure enough goods to meet the demand. Orders for fall lines have been coming in splendidly, and nearly all shoe factories are running to capacity.

For over fifty years the firm of R. T. Holman, Limited, have done a thriving retail business in Summerside, P.E.I. So great has been their success that they have decided to embark in the wholesale line on a large scale. Holman's have been issuing a semi-annual catalogue for some years and the result has been the development of a big mail order business. They have now a well-organized wholesale department and would like to hear from manufacturers and wholesalers who desire to be efficiently represented in Prince Edward Island. This firm are enterprising and energetic and it is predicted will soon develop into one of the largest wholesale organizations in the Maritime Provinces. The announcement regarding their new branch appears on another page of the SHOE AND LEATHER JOURNAL.

Some Things of Interest Among Shoe Factories

Several Recent Appointments Made—New Wholesale Firm in Montreal—Edmonton Will Have Big Footwear Industry—Toronto Factory Will Extend—Voting on Shoe Factory Bylaw in St. Thomas—Other Jottings

Griffith Clarke, of the A. R. Clarke Leather Co., of Toronto, is on an extended trip to the Pacific Coast.

T. Sisman, of the T. Sisman Shoe Co., Aurora, leaves next week on a business trip to Boston.

Henry H. Goller, of the Goller Shoe Co., Lynn, Mass., was in Toronto for a few days last week.

R. Murphy, of Julian & Kokenge Co., Cincinnati, Ohio, was calling upon the trade in Toronto last week.

T. L. Hawley, of the United Shoe Machinery Co. office, Montreal, was in Toronto last week on business.

F. L. Wagner, secretary-treasurer of the Aylmer Shoe Company, Aylmer, was in Toronto and Montreal last week on a business trip.

J. R. Claude, hide leather, of Nazareth St., Montreal, has moved his factory to Moreau St., Hochelaga.

Russel A. Hewetson, of the J. W. Hewetson Co., shoe manufacturers, Toronto, has purchased a car and is enjoying many a spin.

The Barrie Tanning Co., of Barrie, Ont., have plans under way for the extension of their plant, which will greatly increase their output.

Joseph Dickinson, president of the Dickinson Shoe Co., Lynn, Mass., slipper manufacturers, was in Toronto last week for a few days.

A. Brandon, of the Brandon Shoe Co., Brantford, has returned from Boston, where he was in search of the latest pointers and styles in men's footwear for spring and fall.

Alfred Minister, of the Minister, Myles Shoe Co., has purchased a five-passenger Krit car, and is becoming an enthusiastic motorist.

Several leading representatives of outside firms were in Toronto last week, attending a meeting of the Ontario manufacturers of men's Goodyear welt shoes.

R. Gordon Myles, late city traveler for the Minister, Myles Shoe Co., Toronto, is now in the automobile line, and is doing a rushing business with Krit cars.

It is reported that the Ames-Holden-McCready, Lim-

ited, are about to start the manufacture of Goodyear welts at their factory in St. Hyacinthe, P.Q.

Charles F. Hayes, late of the Aylmer Shoe Co., Aylmer, has taken the position of superintendent of Underhill's, Limited, at Aurora, and has entered upon his new duties.

All the felt factories are doing a big business, and some of the concerns have sent out notices to the trade that they cannot accept any more orders for felt boots, slip soles or insoles for some weeks.

J. S. King, of the Relindo Shoe Co., Toronto, has returned from a visit to Boston, Lynn and Haverhill, where he was picking up several style pointers for next season, in women's footwear.

A New Brunswick, N.J., despatch says: Stockholders of United States Rubber formally ratified increase in capitalization of \$120,000,000, and conversion of second preferred into first preferred stock.

Ovide San Soucy has taken the position as foreman of the stitching room with the J. & T. Bell Co., left vacant recently by the resignation of Mr. Fauteaux, who has gone into business in Montreal on his own account.

The United Shoe Machinery Co. have moved out to their new factory in Maisonneuve, but for the convenience of the Montreal shoe manufacturers they will retain an office and supply room at the old stand.

Frank Cook, late of Wichert and Gardiner, Brooklyn, has entered upon his new duties as foreman of the cutting room of the Relindo Shoe Co., Toronto. William Carroll, late of the Aylmer Shoe Co., Aylmer, Ont., has been made foreman of the tracing room of the Relindo Shoe Co.

Charles E. Reid, of Chicago, inventor of the famous Reid pattern machine, of which there are a number in use in Canada, was in Toronto recently, and spent several days at the Relindo Shoe Co., supervising and getting out the patterns for their samples for 1913.

The St. Thomas Shoe Co., in which the Winn Bros., late of Perth, and some St. Thomas capitalists are inter-

ested, may be launched if the by-law which will be voted upon by the ratepayers at an early date carries. The shoe company asks the city for a loan of \$12,500 and agrees to put up a \$10,000 plant and employ 35 hands.

President D. Lorne McGibbon, of the Consolidated Rubber Co., announces the company will build a \$1,000,000 tire factory on a site to be selected. It is thought a spot somewhere in Ontario will be chosen. Berlin, Toronto and other places are mentioned.

Edward E. Dumont, formerly in the Cincinnati, Ohio, office of the United Shoe Machinery Company, has accepted a position in the general department of the United Shoe Machinery Company's Montreal office. Mr. Dumont is a member of the Boston Association of Superintendents and Foremen.

The Minister, Myles Shoe Co., Toronto, have had plans prepared to build a four-storey extension to their present factory. The addition will be fifty feet long and afford the firm some six thousand feet more space. The work, which has been rendered necessary by the rapid growth of business, will be started at once.

The Gallagher-Bowen Company of Edmonton South have sold the seventy-five acres immediately adjoining Shaughnessy Heights to the Edmonton Leather and Shoe Company. The company proposes erecting a large shoe factory, and will employ seventy-five men at the start. The company intends to commence building operations in the near future.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, has returned from a special business trip to the Pacific Coast. He cannot speak too highly of the West, and says the outlook for big trade for the shoe manufacturers in the East is great. Indications point to a bumper crop this fall, and, if it is harvested, the business in that part of the country will be tremendous. Mr. Medcalf secured several good orders in the West.

A meeting of the employees of the different shoemaking establishments was held recently in St. John, Nfld., when it was unanimously decided to form a union. Over sixty were present, and all favored the idea of combining. The election of officers resulted as follows: Mr. Dauheney, president; Mr. Ryall, vice-president; Mr. H. Baker, secretary; Mr. J. Leary, treasurer. It is likely the local organization will amalgamate with the International Society of America.

H. E. Wettlaufer, of Charles A. Ahrens & Co., Berlin, is adding to his list of accomplishments. He is not only a hockey enthusiast, a golfer, a curler, a lawn bowler, a musician—dear knows what all—but now he is an auto fiend, and may be seen speeding around Berlin in a handsome five-passenger Tudhope car. Mr. Wettlaufer, who is the president of the Ontario Hockey Association, may some day be an aspirant for a similar position in connection with the Ontario Motor League, as he is an enthusiast at whatever he undertakes.

An important conference of The United Shoe Machinery Co., of Canada, assembled in Montreal a few days ago, when various matters of interest to the salesmen and the work of the company in Canada were discussed. Among those in attendance were: J. W. Rogers and E. De Carie, Quebec; Edward L. Palmer, Amherst, N.S.; Alfred Haire, S. G. Amero and R. W. Allen, Toronto; F. W. Knowlton, W. E. King, George Hennessey, A. C. Coleman, H. W. Algeo, A. H. Gibeau, H. D'Artois, K. G. Walters, J. Roche, P. H. Hogan, Percy Whitehead and T. L. Hawley, of Montreal.

Recently the National Union of Boot and Shoe Operatives met in Norwich, England, and a message of congratulation was sent across the water by the Boot and Shoe Workers' Union, No. 233, Toronto. The president of the local union, John Duncan, received from T. F. Richards, general president, and E. L. Poulton, general secretary, the following message: "The delegates at the conference were delighted to receive your kindly greeting and heartily thank you for the same. They hope the cause of trade unionism will prosper on your side of the water. They also wish to convey to you, Mr. Duncan, their pleasure at the knowledge

that you are carrying on the work you were so active in when in England. We wish you every success."

The annual outing of the Boot and Shoe Workers' Union, No. 233, Toronto, will be held this year on Saturday, July 27, by the Niagara Navigation Company's boats to Victoria Park, Niagara Falls, Ontario. The annual games and picnic will, it is expected, be largely attended. All the factories and leather goods houses have contributed liberally toward the prize list. The union now has a membership of about three hundred workers and is growing rapidly. John Duncan is the president and P. M. Waterfield, 129 Westmoreland Ave., Toronto, is secretary. An active committee has the arrangements in hand.

A Boston despatch says: The United Shoe Machinery Company figured in court proceedings to-day when a suit for \$2,000,444 was filed against it in the United States District Court by the Duplessis Independent Shoe Machinery Co., Haverhill. The suit, which is under the Sherman Anti-Trust Act, charges injury to the complainant's business by reason of an alleged monopoly by the defendant company. Counsel for the United Shoe Machinery Company to-day filed a brief objecting to making public the forthcoming testimony before an examiner in the suit by the Federal Government seeking dissolution of the company. It is argued that the hearing is not a trial and that the public should not know the testimony until the examiner makes his report to the court.

The annual meeting of the Hartt Boot and Shoe Company, which marked the close of the company's most successful year, was held recently in Fredericton, N.B. Reports submitted showed that the output of the factory during the past year amounted to upwards of \$400,000, having increased over \$100,000 in the past year and reaching almost the half a million mark. Other reports showed the year to have been the most successful in every way in the company's history. After placing a large amount to the rest account, the annual dividend was increased to 7 per cent., which is 1 per cent. higher than ever before. The following directors were re-elected: John D. Palmer, John A. Reid, John Kilburn, Edward Moore and J. W. McCready. The directors will meet next week to elect officers.

He is An Enterprising Bluenose



C. S. Sutherland, who recently presided at the Citizens' Banquet, in Amherst, N.S., tendered to N. Curry, president of the Canadian Manufacturers' Association, is general manager of the Amherst Boot and Shoe Co., and has been connected with that organization for twenty-two years. He entered their employ as junior office clerk, in 1899; previous to that he had been employed as telegraph operator for five years on the Halifax-St. John division of the Intercolonial Railway. During his period of service with the Amherst company, he has worked in different departments, office, salesroom and factory, and for several years represented the company on the road in various parts of the Maritime Provinces and Newfoundland. When the late Mr. Pride retired from the business, in 1907, Mr. Sutherland, who had a thorough, all-round training, was promoted to the position of manager, which post he fills with ability and efficiency. He is well known to the trade throughout the Eastern part of the Dominion, and has many friends in all its branches.

A Highly Successful Year

Ames-Holden-McCready, Limited, of Montreal, in the statement presented to the shareholders at the annual meeting last week, reported net profits, after providing for administration, selling, and other expenses, of \$281,348 for the first year's operations of the amalgamated companies. After deducting the bond interest and preferred stock dividend, amounting to \$240,000, there remained \$41,348 to be carried to the credit of profit and loss. This satisfactory result was obtained notwithstanding the fact that the company's factories in Montreal were closed down for about two months while the plants were undergoing a thorough re-

organization. The sum of \$122,963 was written off for depreciation, and expenses incurred in the reorganization, leaving a total balance to the credit of profit and loss of \$169,568. D. Lorne McGibbon, president of the company, presided at the meeting of shareholders, and in the course of the annual report of the directors, said, in part: "In submitting the first annual statement and balance sheet, I desire to state that the energies of your board of directors have been largely devoted during the past year to a thorough reorganization of the factories and plants formerly operated by Ames-Holden, Limited, and the James McCready Company, Limited, with a view to effecting economies in operation, production and distribution, and at the same time improving the quality and style of the goods, thereby obtaining the full benefit of the amalgamation of these two important companies, and placing your company in a position to meet the growing requirements of the trade. This necessitated the closing down of the Montreal factories for a period of nearly two months, with the result that the output for the past year was not sufficient to meet actual orders received. As a matter of fact, it was necessary to cancel orders for over \$500,000 of goods. The sales of boots, shoes, rubber and felt goods for the month of May of this year amount to the sum of \$337,937, showing an increase of \$144,949 over the corresponding month of last year. The factories are now turning out 8,500 pairs of shoes per day, and the orders on hand are largely in excess of previous years." Last year's directors were re-elected with W. S. Louson added to the board. At the subsequent meeting of the directors the old officers were re-elected, with the exception that Mr. H. B. Ames, M.P., takes the place of Mr. A. Congdon as a vice-president. The directors and officers of the company as elected last week are: President, D. Lorne McGibbon; Clarence F. Smith, R. C. Holden, H. B. Ames, and A. L. Johnson, vice-presidents; general manager, Clarence F. Smith; Victor E. Mitchell, Fleetwood H. Ward, J. H. McKechnie, J. W. McConnell, J. C. Holden, A. Congdon, Shirley Ogilvie, Fayette Brown, W. R. Allan and W. S. Louson, directors; W. A. Matley, comptroller and secretary; John Hammill, treasurer.

Aggressive New Jobbing House



A new jobbing company has been formed in Montreal. Harry E. Thompson, recently sales manager for the Slater Shoe Co., has become president and general manager of the Thompson Shoe Co., Limited, which has just bought out the Plyde Shoe Co. W. S. Pettes, recently manager of the Plyde Shoe Co., will be vice-president and sales manager of the new concern. The directors are C. H. Cahan, K.C.; H. A. Lovett, K.C.; and Alf. Wood, vice-president Semi-Ready Co.

This new company will be located in the offices and showrooms formerly occupied by the Plyde Shoe Co., and will carry on a high-grade jobbing business in men's and women's welts, Mackays, and turns. They will be represented from Fort William to the coast by J. M. Petermann, formerly manager of Petermann Shoe Co., Montreal. W. S. Pettes will cover Ontario, and Tom Whittles will cover Montreal city. The Eastern territory will be directly under the oversight of Mr. Thompson.

Harry Thompson has had a long and varied shoe experience, was with the London Shoe Co., 1890-97; covered Eastern Canada from Ontario to Newfoundland, and the West Indies, for Slater Shoe Co. till 1905; from then to the present he has been their salesmanager. Mr. Thompson has disposed of all his interests in the Slater Shoe Company, as well as in their two retail shoe stores, in which he was interested, and will devote his whole time to the new company.

Big Shoe Factory for Edmonton

A despatch from Edmonton says: Edmonton is to have a combined tannery and shoe factory, a company having been formed with a capital of \$100,000 to build here. The erection of the factory, which is to be a three-storey building, 60 feet by 150 feet, will begin shortly. The authority

for this information is W. E. Jewett, who is in the city at the present time making arrangements. Other prime movers in the concern will be A. C. Todd, of Meaford, Ont., who has been many years in the tannery and leather business, and N. L. McDonald, of the Gordon Nail Works, Calgary. Mr. Todd was the owner of a plant at Meaford, Ont., but the plant suffered greatly in the spring freshets. After reviewing the situation Mr. Todd, having booked orders for delivery in the West during the present season, decided to come to Edmonton and rebuild here. Local capital will be supplied. The factory, when completed, will, it is expected, employ 75 operatives. One of the specialties of the company will be the tanning of leather in oil, and the manufacture of shoe packs, of which the company will turn out approximately a million pairs annually. Oak tanned leather for the manufacture of harness will be supplied to the trade. Mr. Jewett states the incorporation of the company has been applied for.

His Training Has Been Thorough



C. A. Brouillard, who has recently been appointed superintendent of Factory Number One of the Ames-Holden-McCready, Limited, plant, has had a thorough experience on men's fine shoes. He started in the business as a boy thirty years ago, beginning with the Commonwealth Shoe & Leather Co., of Whitman, Mass. He left there nine years later to take a position as foreman of the lasting and bottoming room of McCarthy, Sheehy & Kendrick, of Brockton, Mass., with whom he remained two years. His next post was head of the same department with the M. N. Arnold Co., of North Abington, Mass. Mr. Brouillard remained with this firm five years, and left them to go to Roberts, Johnson & Rand Co., of St. Louis, Mo. He has been in the West ever since, until his recent removal to Montreal. The last eight years were spent as superintendent of the Wertheimer-Swarts Co., of St. Louis, Mo., and the Brown Shoe Co.'s Brookfield, Mo., factory. The new head of the men's factory in the Ames-Holden-McCready organization is in every way well qualified for the duties of his new position.

Doubtful of Synthetic Rubber

President Bass, of General Rubber Co., the crude rubber end of United States Rubber Co., New York, says of reported discovery of a cheap synthetic rubber: "Since the top notch price of more than \$3 a pound some two years ago, chemists have all been at work on the problem of reducing cost of rubber products, but we hear of these discoveries with a feeling of scepticism. Nevertheless, it is our business to investigate them, and requests have been mailed to our London office for a complete report on the facts. In the present stage at least, however, the proposition is rather a chemical than a commercial one."

Just a Little Style Forecast

Many shoe factories are preparing their spring and summer samples, and will have them ready for inspection in a few weeks. The various styles centres across the line have been visited by the manufacturers, and a general indication obtained of the trend of footwear fashion. One manufacturer of men's goods reports that high toes will be made to some extent next year, but that in his opinion the drop or receding toe has come to stay for a number of seasons at any rate. In the smoking car of one of the trains there were twenty-five business and professional men, he declared, and "I took particular notice of their footwear. Twenty-three out of the number had on shoes with receding toes, broad shanks and low wide heels. Only one had an extreme toe, and another wore a tan pair of bluchers with a moderately high toe." In women's goods the lower toe will be to the forefront. Balmorals are gradually replacing bluchers. Buttons will be strong next season, according to the estimate of those in a position to know, and tans and white will still have a tremendous call. Heels will be somewhat lower, and perhaps vamps will be a trifle lon-

ger. For hot weather wear it will be a pump season. All will be without straps. The flat bows of silk, braid, cashmere, and other materials will not be in vogue. All ornaments will be in the shape of buckles of different metals, such as cut steel, aluminum, etc., filled with leather of various kinds. Some of the pumps will have tongues. The black and white effect is likely to be popular. Of course, some oxfords will be presented. Prices on all lines will likely be from 8 to 10 per cent. higher than on this fall's goods.

Progress of Canadian Factories

The "Made in Canada" train has concluded its forty-eight-day tour of the Western Provinces, and has aroused much interest, nearly 300,000 persons viewing the exhibits, which were representative and complete in every respect. At Saskatoon fifteen thousand people saw the displays made by the enterprising Canadian firms. The Saskatoon merchants turned to good account their visit of the train by advertising their "Made-in-Canada" goods on neatly printed cards in store windows. One firm's card ran thus: "Made-in-Canada Day, observed by special discounts." The special left that lively city for Yorkton and other points, completing the present tour of forty-eight days at Portage la Prairie on Saturday.

Some Queer Shoe Patrons

"Yes, you meet some funny people in the course of a day's business," remarked a Toronto retailer the other afternoon. "Here are a couple of oxfords—one is a tan bal., and the other a gunmetal blucher. Well, in the first instance, the shoe pinched the wearer across the ball of the foot. Instead of bringing in the goods to have them stretched he thought of an original scheme and put linseed oil on the fore part of his shoes, thinking that would cause the leather to give somewhat. Now, look at them, don't they present a nice sight? Wherever the oil has gone the leather is much darker and the grease cannot be taken out. The only remedy is to have the shoes dyed black, and this my customer reluctantly consented to have done. In the case of the second man, he had been in the habit of wearing a high shoe, and, in fact, had not worn a pair of oxfords for five years. The result was that there was a little irritation of the cord just above the heel at the back of the shoe. He thought they were too tight around the ankle and he conceived the brilliant idea of cutting them down the back seam, even to penetrating the counter to half an inch. He then brought them in and indignantly demanded that we should pay for the repairs. I flatly refused to do so, as anyone who would commit such a fool caper deserved no sympathy. What such a bull-headed individual should have done was to have brought the shoes into our store and have them stretched, or if he had consulted us about the matter we could, as they were of a blucher type, cut a slip a little further down on each side of the tongue and loosened the fit around the instep. It takes all kinds of people to make a world and all classes of cranks to form your customers."

The Man Behind the Service



This is an age of specialization and efficiency. Every progressive business house is recognizing this and eliminating all guess work and speculation in the matter of publicity. Large organizations, with a liberal advertising appropriation, have generally employed an expert or handed over their allowance to an advertising agency. The smaller concerns, whose expenditure for publicity has not been heavy, have either endeavored to do the work themselves, or have not been able to secure trained and competent assistance because they could not afford to pay a figure that would command such service. The result is that, in many cases, their returns have been meagre and unsatisfactory. For the purpose of providing specialized and exclusive selling and advertising counsel, Selling Service, Limited, has just been incorporated. The managing director is George N. Simpson, formerly advertising manager for the Canada Furniture Manufacturers, Limited, and for some years advertising manager of the

SHOE AND LEATHER JOURNAL. His experience, which has been thorough and well rounded, in the selling and advertising fields, and as a designer and writer of attractive and result-bringing publicity, is such that success is sure to characterize the career of Selling Service, Limited, and bring adequate returns to its patrons. Mr. Simpson has a splendid knowledge of the different elements entering into the work which Selling Service, Limited, has taken up, and places it in a position to handle all appropriations economically and intelligently. The company has opened an office in Room 48, at 28 Toronto Street, Toronto.

His Retail Experience was Valuable



Foster Chalmers, who ably looks after the interests of the John McPherson Co., Hamilton, in Eastern Ontario, having a well-equipped sample and stock room on Queen Street, Ottawa, has been in the shoe business for over a quarter of a century. His native town is Smith's Falls, where he went to school and gained his first experience. In 1886 Mr. Chalmers opened up a retail shoe business in Woodstock, Ont., which he conducted for nine years. He then took a position on the road, first with the Rock Island Shoe Co., and later with F. J. Weston & Sons, Toronto. After spending a number of years with them he became identified with the selling organization of the Berlin Rubber Co. Five years ago he transferred his services to the John McPherson Co., Limited. Mr. Chalmers resides in Ottawa, and is well liked by the shoe trade. He considers that his retail experience has been of immense value to him in enabling him to understand the wants, difficulties and perplexities of the retail trade. He is a gentleman of quiet disposition, genial and obliging, and has built up a large connection for his house in Eastern Ontario.

What About the Short Sleeve Salesman?

It is not a very inspiring sight for a lady, young or old, rich or poor, attractive or otherwise, to walk into a shoe store during the warm days of the summer and have a young man rush up in his shirt sleeves. Now, the linen of these "coatless salesmen" is very often not any too clean, and the unattractiveness of the personal picture is often emphasized by having the sleeves rolled up to the elbow. In all well regulated boot shops such laxity in dress is not permitted, and the salesmen there suffer equally as much from the heat and humidity of the atmosphere as those in suburban or rural stores. Of course, there are certain people who do not care whether they are served by a coated or coatless individual, but the spectacle of the latter is not pleasing, to say the least. There are breezy outer garments of all kinds of material and zephyr weight, in which a clerk is equally as cool and comfortable as he is in his shirt sleeves. In this age when appearances, of the interior of the store and of its selling force count so much, the live, careful retailer will see that some attention is given to the matter spoken of and not allow too much freedom. "If a clerk leaves off a coat, he might with equal propriety dispense with a collar or tie," said a leading retailer this week who is particular on this point.

The Ups and Downs of Prices

An interesting action was recently heard before Judge Denton, in Toronto. F. J. Weston and Sons sued H. Cohen, of the firm of Cohen and Trudsan, of Sault Ste. Marie, for the payment of \$239.37, the balance of two promissory notes, totalling \$909.68. The dispute arose in 1909, when prices on rubber footwear were as variable as a thermometer is at certain seasons of the year. The discount on the price list was constantly changing, and in March the defendants bought some goods for their store at Gowganda at ten off list prices. Some months later, in October, they closed a deal for more rubber shoes to be shipped to Sault Ste. Marie, where Mr. Cohen carried on a retail store. F. J. Weston and Sons contend that the fluctuations in prices had so changed they sold this bill of goods at ten on list prices instead of ten off, as in the previous transaction. The defendant maintains that the goods were bought and notes

given on the basis of ten per cent. off. There was a jump of twenty per cent. in six months, and over the interpretation of the discount terms the dispute has largely arisen. Judgment was reserved.

Inquiries for Canadian Leather

As a result of correspondence and interviews, thirteen inquiries have been received during the last few days for Canadian leathers, such as sole leather, wax splits, glace kid, box calf and sides and patent leather.

Canada's total exports of leather to Great Britain in 1910 approximated \$1,880,935, while this country's annual purchases are approximately \$48,348,355. That there is an almost unlimited demand in Great Britain for leather, every Canadian tanner is aware; but that British firms are eager to give Canada preference may not be generally known to them. However, the following letter, which is typical of many, confirms this:

"We are always open to receive quotations and to buy Canadian sole leather, providing of course that it is equal value such as we get in big quantities from the United States. We do not expect better value, but if we can get equal value, we would always give the preference to Canadian produce.

"We are well acquainted with every tan yard in Canada, and we are repeatedly inquiring for sole leather in preference to having to buy so much from the other side of the border, and we regret to say the quantities we can get from Canada are ridiculously small, and we are sure are but a small percentage of what we could really sell in this market.

"We are quite aware of the unrivalled supply of hemlock bark which is obtainable in Canada, more so than the United States, and we also are aware that they have the same facilities of obtaining dry hides as their American neighbors, and we think in the matter of the production of leather it is a case of 'Wake up, Canada,' which we sometimes hear so much about on this side."—J. E. Roy, Canadian Trade Commissioner, in Trade and Commerce Report to Ottawa.

What Do Shoemen Think of This?

Some of the changes that would probably be effected in every branch of the Postmaster General's Department throughout the country, necessitating probably a larger appropriation than the present one, should the "parcels post" proposal of the postmasters of Ontario, in annual convention the other day be accepted, are:

Increase the present post office equipment throughout the Dominion.

Double the number of mail carriers and mail collectors.

Provide each of them with a wagon or automobile.

Enlarge the street corner receptacles for mail.

Their proposition is to extend the postal service to deliver goods on a one cent a pound basis, with a minimum charge of five cents. This, they believe, could be worked with many advantages to all concerned where there is rural mail delivery.

Men who are conversant with the operation of the present postal system state that the scheme could be carried out without much of an increased appropriation for the reason that in the conduct of the present system there is provision for more business than there is forthcoming. It must be realized, however, that it has its limitations, as is evidenced at Christmas time, when the volume of business is largely of a "parcel-post" variety, to dispose of which the mail carriers must be provided with assistants and wagons.

The fact that the rural mail delivery system has been established throughout the country would mean an additional expense.

"Under the old system," declared a suburbanite, "the people having parcels sent to them by mail would have to lug them home themselves. But the delivery system throughout the country means that this would now have to be delivered." Whether the post office would provide automobiles or wagons for this purpose is, of course, still a matter of conjecture.

In sections, too, where there is a heavy letter delivery

it is probable that there would be two carriers, one for the letters and the other for parcels.

Another item of postal business that would in time probably grow to fair proportions is the conveyance of mail parcels from friend to friend. The fact that the cost of shipment would cost so little would undoubtedly tend to develop this line of business.

A Sailor Boy Is He

This man knows all about sales, whether you spell the word sales, or sails. He has but one hobby, outside of disposing of shoes, and that is yachting. All his holidays are spent upon the waters of Lake Ontario. He owns a fast sailing boat, and, with a party of friends, can always be found, when off the road, in the vicinity of the Hamilton Yacht Club house. He resides in the Ambitious City, but has a summer home at Burlington Beach. For twelve years



L. S. McKindsey, for that is his name, has been traveling for the W. B. Hamilton Shoe Co., of Toronto, and his stamping ground is Alberta and part of Saskatchewan. He is one of the hustlers in the ranks, and is a director of the company that he has been identified with since 1900. For some years he was with Sterling Bros., of London, in the warehouse and on the road, and is a nephew of Mr. Samuel Sterling. He recently returned from a successful trip to the West, where he is well known and liked, owing to his good nature, his ability as a salesman, his knowledge of footwear, and his energetic disposition.

REPRESENTATIVE for sale of leather traveling bags and trunks, athletic goods, and fancy leather goods, by a firm of London manufacturers. Apply, stating terms required and giving full references, to Hepburn, Gale & Ross, Limited, Grange Road, Bermondsey, London, S.E., England.

TANNERY AND HIDE BUSINESS FOR SALE—Tannery suitable for chrome sides, calf or sheep leather; good spring water; boiler, engine, drums, jacks, measuring machine, tables, splitting machine, oils, dyes and other tanning materials; also prosperous business in hides, calf and sheep skins, tallow, wool, etc. For particulars address Joseph Beer, Galt, Ont., Canada.

WANTED—Foreman sole leather room, long American experience, steady, reliable, locate anywhere, best references, train green help. Canadian factory preferred. Address Box 32, SHOE AND LEATHER JOURNAL.

The Soaring Prices of Hides and Leather

Several Canadian shoe manufacturers, particularly those Eastern firms who market their product principally through jobbers, have withdrawn all quotations, owing to the stiff and constantly advancing prices, in both upper and sole leather stock. As one of the writers expressed it in a private note, "We scarcely know where we are at present with the rapid fluctuations."

A leading manufacturer of women's shoes, who is now busy with his spring samples, says that his prices will be fully ten per cent. higher than they were a few months ago. Other manufacturers, who are closely studying the situation, estimate the increase from five to ten per cent. on all men's lines, if the standard of quality and craftsmanship is to be kept up to the mark.

It would appear that the same state of affairs exists in other countries as well. A notice has just been sent out to the Canadian trade by the Incorporated Federated Associations of Boot and Shoe Manufacturers of Great Britain and Ireland, which reads in part: "We have given serious consideration to the present high prices of leather and all classes of material used in the manufacture of boots and shoes, together with the increased cost of production, and have unanimously resolved that, in order to maintain the existing standard of quality, it is imperative that the selling prices of all classes of boots and shoes *should be advanced in proportion to the increased cost of materials and production. As there is no prospect of any diminution in the cost of material, but, on the contrary, every indication of still higher values,* the members of the associations unanimously beg to give notice that all quotations are withdrawn and that prices or values will be adjusted in accordance with the above resolution."

A recent issue of the Shoe and Leather Weekly, of Chicago, referring to "Higher Prices for all Leather Merchandise," speaks in no uncertain tones in the following:

"Hides and skins continue to advance in all the markets of the world, and there is no peg upon which to hang a hope for anything like a general or sustained decline in the raw material used for making leather. Some manufacturers do not realize this, but many of the foremost producers of shoes, harness, etc., have a healthy comprehension of the circumstances and feel that the time has come when Fabian tactics are inexpedient and the pressure of events demands an advance of prices all along the line.

As the merest novice knows, hides and calf skins are by-products of the beef industry which is declining at a rapid pace in the United States and Europe, and is not making collateral gains in the Argentine and other South American countries. We have many times printed articles showing the fact that there are acceptable substitutes for beef for food and that the consequences of the decline in cattle raising are much more important and pressing in their relation to the leather industries than to the much-talked-of shortage and high price of beef. It is unfortunate, however, that the high cost of beef is better understood than is the more urgent restriction of the quantity of raw material available for conversion into leather."

The Weekly Bulletin gives some interesting comparative statements of prices, which show there has been a constantly increasing price in Chicago packer native steers, British-American dry hides, South American packer steers, Chicago packer branded cows, Ohio buffs and Chicago city calf skins.

Here is the topnotch price in each year since 1907. It is worth careful study. No wonder tanners and manufacturers have to ask more money for their product:

Chicago packer steers, 1907, 12c.; 1908, 16c.; 1909, 18c.; 1910, 17 $\frac{3}{4}$ c.; 1911, 16 $\frac{3}{4}$ c.; 1912, 17 $\frac{1}{2}$ c.

British American dry hides, 1907, 15 $\frac{1}{2}$ c.; 1908, 19 $\frac{1}{4}$ c.; 1909, 22c.; 1910, 23 $\frac{3}{4}$ c.; 1911, 22 $\frac{1}{2}$ c.; 1912, 26c.

South American packer steers: 1907, 12c.; 1908, 13 $\frac{1}{2}$ c.; 1909, 17 $\frac{3}{4}$ c.; 1910, 16 $\frac{3}{4}$ c.; 1911, 16 $\frac{1}{2}$ c.; 1912, 16 11-16 c.

Chicago packer branded cows: 1907, 8c.; 1908, 12 $\frac{3}{4}$ c.; 1909, 15c.; 1910, 13 $\frac{1}{2}$ c.; 1911, 14c.; 1912, 15 $\frac{1}{2}$ c.

Ohio buffs: 1907, 7 $\frac{3}{4}$ c.; 1908, 12 $\frac{1}{4}$ c.; 1909, 14 $\frac{3}{4}$ c.; 1910, 12 $\frac{1}{4}$ c.; 1911, 13 $\frac{3}{4}$ c.; 1912, 13 $\frac{3}{4}$ c.

Chicago city calf skins: 1907, 12 $\frac{1}{2}$ c.; 1908, 17 $\frac{1}{2}$ c.; 1909, 20c.; 1910, 18c.; 1911, 19 $\frac{1}{4}$ c.; 1912, 20 $\frac{1}{2}$ c.

Canadian Imports of Shoes and Leather

Recent reports for the fiscal year ending March 31st, 1912, as published by the Customs Department at Ottawa, give some interesting figures regarding the imports of shoes and leather into Canada.

The total imports of boots and shoes, slippers and insoles of leather last year were—from United States, \$2,405,669; from Great Britain (under the preferential tariff), \$350,910.

Boots and shoes, pegged or wire fastened, with unstitched insoles, close edged, from United States, \$41,465; from Great Britain (under preferential tariff), \$28,194.

Calf, kid or goat, lamb and sheep skins, dressed, waxed or glazed—from United States, \$434,997; from Great Britain, \$150,951.

Glove leathers, tanned or dressed, colored or uncolored, imported by glove manufacturers, for use exclusively in their own factories in the manufacture of gloves—from United States, \$577,273; from Great Britain, \$15,296.

Sole leather—from United States, \$30,574; Great Britain, \$66,523.

Calf, kid or goat, lamb and sheep skins, tanned—from United States, \$27,678; Great Britain, \$72,968.

Upper leather, including dongola, cordovan, kangaroo, alligator, and all leather dressed, waxed or glazed, or further finished than tanned, etc.—from United States, \$195,094; from Great Britain, \$58,394.

Japanned, patent or enamelled leather, and morocco leather, and leather in imitation of morocco leather—from United States, \$106,348; from Great Britain, \$2,142.

All other leather and skins (not otherwise provided for)—from United States, \$85,789; from Great Britain, \$5,320.

All other leather, dressed, waxed or glazed, etc., (not otherwise provided for)—from United States, \$439,979; from Great Britain, \$74,750.

The imports of hides and skins for the twelve months ending March 31, 1912, whether dry, salted or pickled, furnish some interesting figures: From United States, \$2,613,259; from New Zealand, \$2,885,536; from Chinese Empire, \$896,310; from Great Britain, \$763,604; from British India, \$591,491; Germany, \$182,276; British India, \$72,677; British South Africa, \$51,895; Chinese Empire, \$7,014; other countries, \$660,673. Total value of imports of hides and skins, \$8,724,735; quantity, 47,900,840 cwt.

WANTED

Manufacturers line of shoes on commission for territory North and West of Toronto, thoroughly posted on shoes and can command the best trade on this ground. References. Box 31, Shoe and Leather Journal.

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.

Established Over Half a Century



THE BREITHAUPT LEATHER CO. LIMITED TANNERS

BERLIN --:--:-- ONTARIO

SOLE LEATHER

Our Brands "Eagle," "Pentang," "Listowel."

Always Reliable. None Better.

"Hastings Union Oak" Harness Leather a specialty
Manufacturers of Cut Soles, Counters, etc.

Head Office: Berlin, Ont.

Agencies at TORONTO, MONTREAL, QUEBEC

HEADQUARTERS FOR

LEGGINGS

SPORTING BOOTS

LARRIGANS

AND UPPERS

We are Tanners of Leather and Manufacturers of the above lines and in
buying from us you get in on the ground floor as to quality and price.

THE R. M. BEAL LEATHER CO. LIMITED, LINDSAY



They're All Running After Twentieth Century Welts

Twentieth Century Welts are attractive as well as in style. That's why they'll appeal to the greater number of your male customers.

The average man is satisfied to pay from \$4.00 to \$5.00 for his shoes if he gets up-to-date style and appearance. That's what he gets in Twentieth Century Welts — and this, together with their popular price, makes them a mighty good line to handle.

MEN'S RETAIL AT \$4.50 AND \$5.00

BOYS' RETAIL AT \$3.50 AND \$4.00

THE C. E. McKEEN COMPANY
QUEBEC CITY

Peters Polishes Preserve Leather

Peters Polishes are made from materials that soften and preserve the leather. Nothing injurious enters into their make-up, and they will not rub off on the clothing. Many of the biggest hotels use them exclusively.

Tan Combination: large size, \$1.75 per doz.; small size, 85c. per doz.

Black and Tan Pastes: 85c. per doz.

Black and White Creams: large size, \$1.75 per doz.; small size, 85c. per doz.

Tan Cream in Jars (25c. size), \$1.75 per doz.

PETERS POLISHES
617 Queen St. W. TORONTO

TANNING RESEARCH LABORATORY

H. C. REED, Manager

**Analysis of Any Material
Employed in the Tannery**

OFFICE, LABORATORY AND SAMPLING ROOM
227-229 FULTON STREET
NEW YORK, N.Y.

DUCLOS & PAYAN

Tanners of CHROME SOLE

We were the first in this country to make this leather and are still in the lead.

Write for samples and prices.

Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.

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. Valer St., QUEBEC. RICHARD FRERES, Agents.



GUAY COUNTERS

There are no shoes made that will outwear Guay Solid Leather Counters.

There are no counters that can be purchased more economically than Guay Counters.

3¹/₂ cents and 4 cents per pair

EUGENE GUAY

230 St. Marguerite Street
MONTREAL



ASK FOR
So Cozy
TRADE MARK
SHOES

The Stork is RIGHT. He leaves the selection of clothes and shoes to mother; but the STORK has assured us, should he ever adopt the policy of furnishing babies ready CLOTHED, he will lay in a goodly supply of SO-COZY Shoes. THEY ARE BEST FOR BABY. The Stork knows.

THE HURLBUT CO. LIMITED
PRESTON CANADA



A New Shoe

This is one of the nicest fitting, most comfortable and best value shoes made.

SOLID LEATHER SHOES
ALL LINES ALL SIZES
FROM CHILDREN'S TO MEN'S

Charles A. AHRENS
AND Company
BERLIN, ONT.
Manufacturers of
Solid Leather Shoes

Also Slippers

TRY

OUR NEW TANNAGE
BLACK GLAZED KID

It is a perfect black with a fine grain.

CHOICE SELECTIONS

Let us Send you a Sample.

THOS. A. KELLEY & COMPANY
WEST LYNN, MASS, U. S. A.

The **Bonner Leather Co.**

—Manufacturers—

GLAZED KID
(Black and Colors)

CHROME LAMBS
(Glazed and Dull)

1060 Notre Dame St. W., Montreal

CUTTING DIES
of every Description for
Leather, Rubber, Paper, Cloth,
ETC.

Honest Values at Honest Prices.
All Work Warranted.

Dominion Die Co.
321 Aird Ave., Montreal, Que.
Phone E 3778



McKays Only

When we put all our time, all our energy, all our brains into building McKays it stands to reason we can do it RIGHT doesn't it?

Wait for our travelers and see our splendid lines of Spring Samples.

DUPONT & FRERE
301 Aird Ave.
MONTREAL


J. E. DUPRE A. BAILLARGEON

THE MONTREAL BOX TOE CO.
ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels
OF ALL KINDS

321 AIRD AVE.
MAISONNEUVE - - - MONTREAL



McKAY SEWN SHOES
— FOR —
WOMEN, MISSES AND CHILDREN

Shoes that have **STYLE** and **FINISH**—at the right price for the Jobbers, who are invited to see samples.

B. Vaillancourt
40 Grothe St., Montreal




Everything in bows, buckles, beaded ornaments, etc. Latest French and English novelties, from 3c. doz. to \$12 a pair.


ENQUIRIES SOLICITED.

SOLOMON @ SPIELMANN
22 St. John Street - - - MONTREAL



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



There are six cogent reasons why you should stock our lines of rubber footgear—quality, wear, style, finish, workmanship and the reputation at the back of the brands—A trial order will convince.

Miner Rubber Co.

LIMITED

HEAD OFFICE AND FACTORY
GRANBY, P.Q.

TORONTO BRANCH
93-99 SPADINA AVE.

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

The Bill of Attraction

Some New Things for the Canadian
Trade in Spring Shoe Fashions

♦ ♦ ♦

The National Shoe Fair at Boston—
Canadian Day Great Success

♦ ♦ ♦

Is the Midsummer Sale Necessary?—
How It Should be Conducted

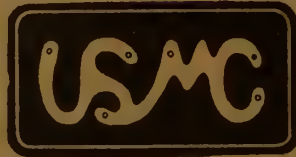
♦ ♦ ♦

The Progressive Ideas and Attractive
Home of Western Retail Firm

♦ ♦ ♦

Does It Pay to Conduct a Repair Shop?
—How Should It Be Managed?

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



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

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

United Shoe Machinery Co. of Canada

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



A MOTHER'S RESPONSIBILITY

BYOND question children's shoes should fit absolutely! It's a woman's duty to know that her children's shoes give their feet every opportunity for proper and natural growth.

AMES HOLDEN SHOES

are shaped on lasts designed on natural lines; they are made in a great variety of widths and sizes, and of material and workmanship to withstand the rugged treatment to which healthy, romping children subject their shoes.

Ask your dealer for "Ames Holden" shoes for your children.

19

Here is the way we help you market AMES-HOLDEN shoes for children.

Our newspaper advertising service helps you to interest the mothers—the real buyers of children's shoes.

And this is only one example of the way we are enabling Canadian retailers to sell more and better shoes.

Why Play a Lone Hand when such Help is Yours for the Asking?

We're not satisfied until the shoes we put on your shelves are on the feet of satisfied customers.

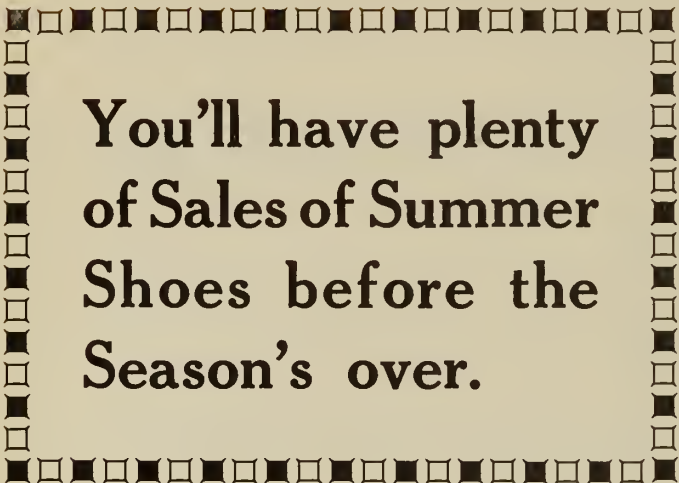
That's our idea of service.

If you are selling our shoes, you can secure gratis electros like these for your own use.

A post card to-day will bring you full information.

AMES HOLDEN McCREADY LIMITED

Montreal - St. John - Toronto - Winnipeg
Calgary - - Edmonton - - Vancouver



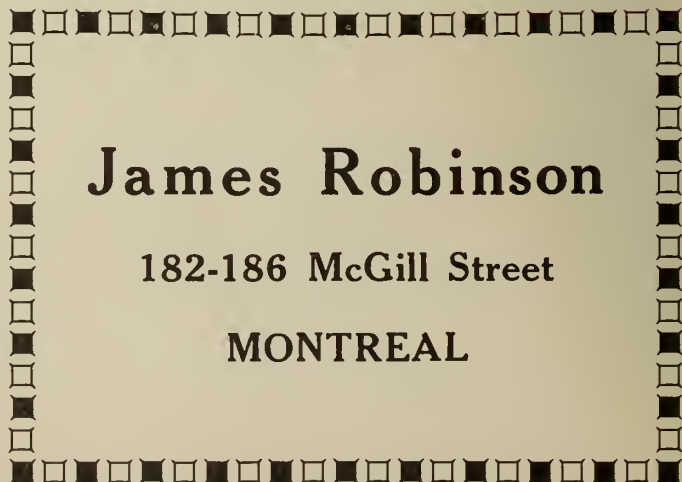
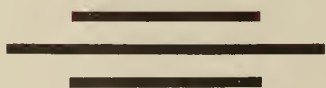
You'll have plenty of Sales of Summer Shoes before the Season's over.



THIS present spell of hot weather is certainly having a good effect on the sales of outing, sporting and summer shoes. And there's plenty of it to come yet.

So it behooves you to keep that good service stock well sorted. It's just this sort of weather that puts people in the mood for buying this class of footwear and you can't afford to miss the opportunities for profit it brings.

Whatever you're short of just let me know, I'll do the rest. You'll not miss any sales for lack of promptness at this end.



James Robinson

182-186 McGill Street

MONTREAL

Most Men Are Willing to Pay Extra For Waterproof Shoes

A really waterproof shoe, if the fine texture and appearance of the leather have not been injured in the waterproofing, has the call over the ordinary "take-a-chance-with-the-wet" shoe. Most men, and women, too, desire to keep their feet dry and are willing to pay a little extra for a shoe that will keep out the wet.

E N D U R A L

Makes Really Waterproof Shoes

If you use Endural Calf you can make really waterproof shoes of unusually fine appearance. The process by which Endural is waterproofed does not spoil its grain or texture, but does make it absolutely impervious to dampness of any kind.

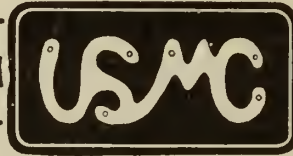
Endural costs less than imported viscolized leather and meets every requirement that they do.

The experience of numbers of makers of waterproof shoes backs up all we claim for Endural.

DAVIS LEATHER CO., LIMITED

Newmarket, Ontario

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.

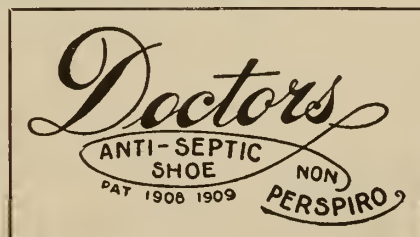


It Brings You the Trade of Men who are Particular

Every shoe dealer who takes a pride in his business is anxious to secure the trade of men who are particular about their footwear. He feels if he gains such trade that his is a store worth while.

The Doctors Antiseptic Shoe is made for men who want a sensible, stylish shoe that they can wear in any kind of weather and feel perfectly comfortable. It is the ideal shoe for any kind of weather, for with its antiseptic lining and middle sole of thermal asbestos it keeps the foot at its natural temperature and does not hold the odors caused by perspiration. Besides it is perfectly waterproof. It is made in three lasts, every one of which is anatomically correct in shape.

THE TEBBUTT SHOE & LEATHER CO., Limited
THREE RIVERS, QUEBEC



Get the Best Trade in Your Town

THE MURRAY SHOE
COMPANY, LIMITED
LONDON, ONT.

AFTER all it's the class of shoes you sell that determines the class of trade you get.

If you sell better shoes than any man in your town, you'll get the best trade in your town—and it won't matter whether your store is on the main street or not.

And the best trade will bring you the bigger profits, and bring them just as often as poorer trade—and it'll be much more satisfactory.

But when you're looking around for a high-class shoe to help you to that best business don't confuse high price with high quality.

For there's a great deal that is high in price that isn't high in quality.

It's service that counts—"style service" and "wear service."

And it's service that Murray Shoes are noted for; therefore, sell "Murray's."

They'll bring you the best trade of your town—and they'll hold it for you, too. Try "Murray's." You'll see.





The "Peak" of Efficiency

WE know that "Paris" Brand Fine Shoes and "Rock Bottom" Brand Course Shoes will give your customer the highest degree of service because we've known every shoe since it was a hide.

We tan in our own tannery just the sort of hides that have proven to be best suited for our various lines, and a hide never gains entrance to this tannery unless it is in the highest degree efficient.

Then too, we have two factories. One specializes our "Paris" Brand, the other our "Rock Bottom" Brand. There is no waste of time, energy or leather, and we deal direct with you. This means better profits for you.

As to delivery, we've a service of which we're proud. We would like you to test it. We promise you the "peak" of efficiency.

Daoust, Lalonde & Company

Shoe and Leather Manufacturers

MONTREAL - P.Q.

P.S.—A full line of Moccasins, Long Boots, Felts, etc., carried

More Than Merely Waterproof

To many dealers the word "waterproof" when applied to shoes conveys the idea of unweildiness and lack of style.

In most cases that idea is quite correct,
But not in the case of Linton Welts.

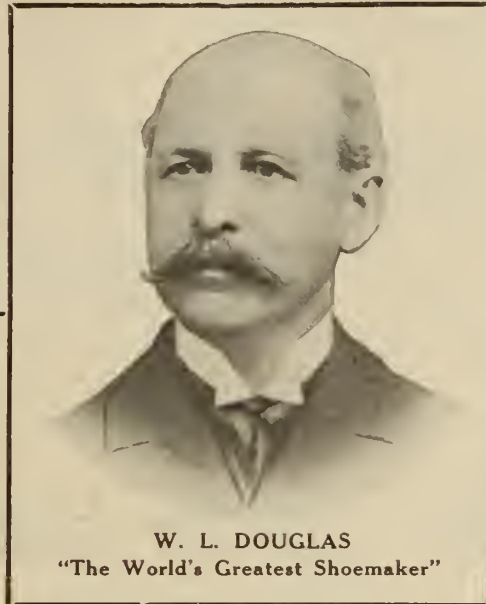
They have style. They have finish. They have popularity. And they have been proven absolutely warerproof.

There's a Shoe for you. It sells.

Jas. Linton & Company

Factory and Head Office
WINNIPEG

Branch
WINNIPEG



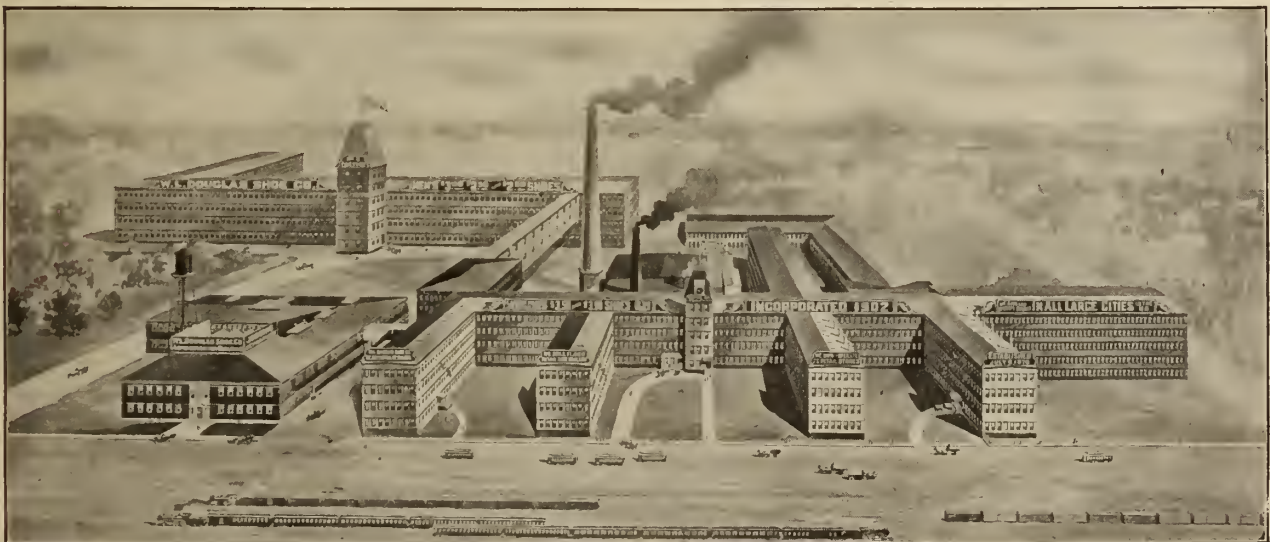
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

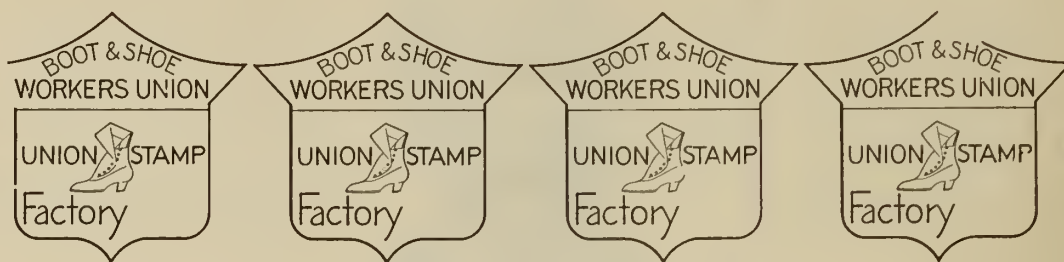
W. L. DOUGLAS SHOES need no introduction. For over a quarter of a century they have been the most extensively advertised, easiest selling shoes in the world, and to-day they are the standard of quality everywhere. They are sold by over 11,000 shoe dealers, as well as through a chain of 78 Exclusive W.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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



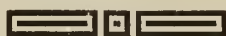
FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U.S.A. CAPACITY, 17,600 PAIRS A DAY.



The Union Label Plus Influence!

The Union Label means something more than protection to the shoe worker. It means protection to every wearer of shoes, because it signifies good workmanship, good conditions, honest goods, honest prices, all of which mean influence, and influence to you means more customers, more sales, more prestige, more profits.

Our campaign of advertising -- educational in its nature -- is teaching the public the importance of the Union Label, and the demand for Union Stamped shoes is enormous, and is rapidly increasing. You cannot afford to do without this large and profitable trade.



Boot and Shoe Workers' Union

246 Summer Street, Boston, Mass.

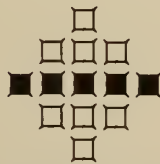
JOHN F. TOBIN, President

CHARLES L. BAINE, Sec-Treas.

The Average Woman Doesn't Care to Pay More Than \$3.50 or \$4.00 for Her Shoes——



Women's Shoes That
Retail at \$3.50 and \$4.00



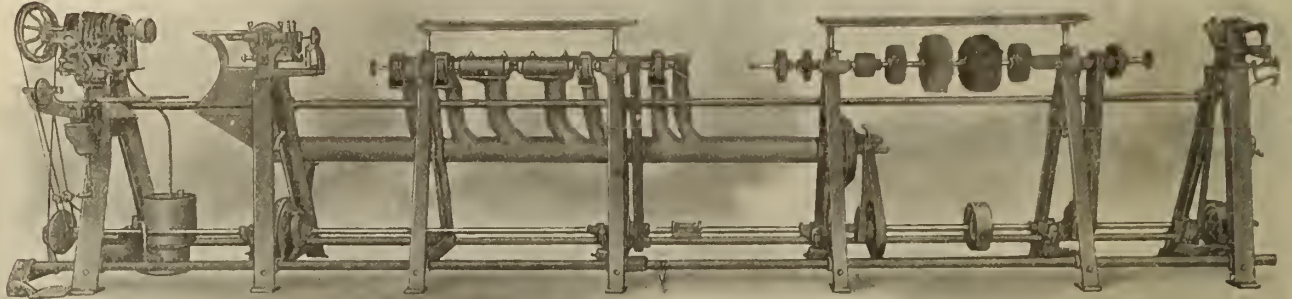
No doubt you've discovered that the majority of women who come into your store want shoes at this price. You can't blame them. They should be able to secure good shoes for \$3.50 or \$4.00. And they can. If you handle "Cleo's" you can give them good fit, good style and good service at the price they want to pay.



"Cleo's" have the appearance and style that brings higher prices for other shoes that won't give one day's longer service. They're made in a well-equipped specialty women's shoe factory, where costs are kept down and quality kept up. "Cleo's" meet all the requirements of the woman who wishes to dress well yet economically.

CLEO SHOE COMPANY, LONDON, CANADA

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

FLEET FOOT

**BEST QUALITY
Sporting Shoes**

**Some Seasonable Lines
to Keep the Feet Cool**



No. 448



No. 447



No. 444



No. 451



No. 454



No. 449



No. 450



No. 445



No. 452

COOL SHOES

**That's One of the Very Important Features
to Make Outdoor Life a Real Pleasure**

Mr. Jobber and Mr. Retailer, we solicit your business in this line.
Is your stock properly assorted to care for the large demand for "Fleet
Foot" Goods?

Send your repeat orders to our nearest branch to save delay.

Canadian Consolidated Rubber Co. Limited

Branches at

Victoria, Vancouver, Calgary, Edmonton, Regina, Saskatoon, Winnipeg, London,
Brantford, Berlin, Hamilton, Port Dalhousie, Belleville, Kingston, Ottawa, Montreal,
Granby, Quebec, St. John, Moncton, Halifax, Yarmouth, Sydney, Picton, Charlottetown

McDERMOTT SHOES

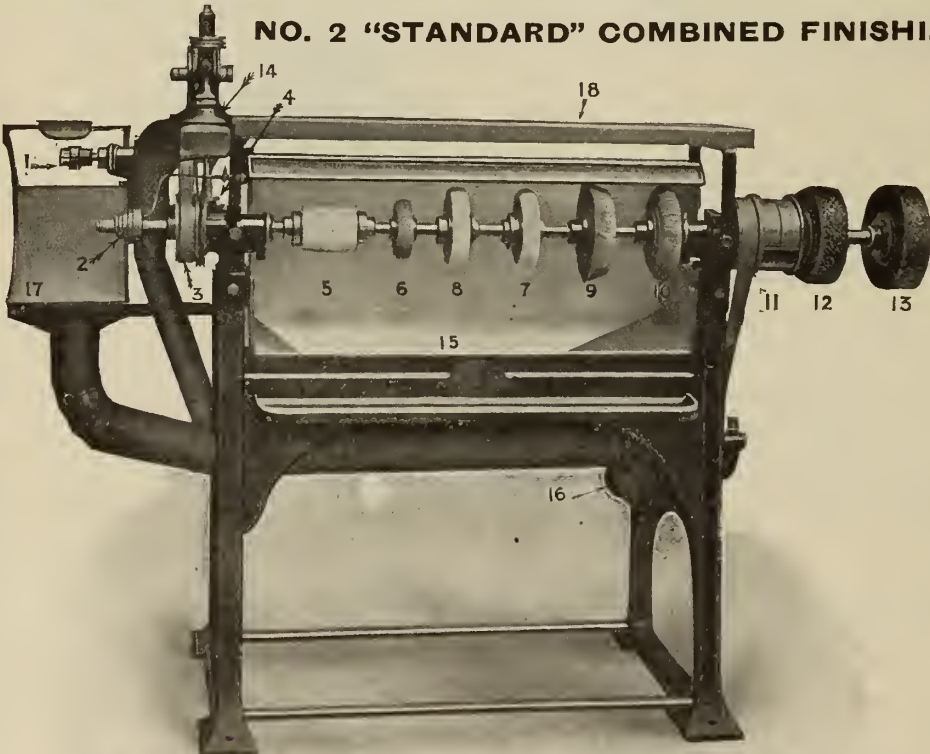
The line of longer profits, embodying more lasts and patterns than any other line in our grades. The line you should have in your store if you want "live ones."

Welts, Turns and McKays to retail at \$3, \$3.50 and \$4.

THE McDERMOTT SHOE CO.

Women's Shoe Specialists
MONTREAL

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts. Space, 5 ft. 8 in. x 3 ft. Speed, 1200. Pulley, 6 in. **EVERY MACHINE GUARANTEED.**

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE." Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retail 25c.
- "ALBO." Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a *zinc-tin* box with sponge (see cut) Retail 10c. Each cake in a handsome *aluminum* box with sponge. Retail 25c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retail 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retail for 10c. and 25c.

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

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

THE BEST PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED

L. H. PACKARD & C^O. LIMITED
MONTREAL, P. Q.

Shoe Store Supplies of Every Description

OVERGAITERS and LEGGINGS

SHOE DRESSINGS, Etc.

Write for our Handsome Catalogue

OUR TRAVELERS WILL CALL ON YOU SOON

A SATISFIED WEARER IS YOUR BEST ASSET

Goodwill is a marketable asset—Yet few appreciate this fact—Aim to be **the shoe store in your town**—Many things contribute to this end, for instance, clean, bright windows—neat courteous clerks—easily accessible stock—dignified dependable advertising—prompt delivery—promises honored—and **solid leather shoes.**

When placing for spring or sorting for fall bear in mind that we make a first class, solid leather McKay Shoe for women—on staple and catchy lasts—as well as our ever popular line for misses, children and little gents.

KIRVAN-DOIG LIMITED

MAKERS OF THE GOODSENSE SHOE

MONTREAL, P.Q.

Sell Surpass Shoes  It's a Steady Job



There is no "Flash in the pan" quality to Surpass sales. They're steady.

Everything about Surpass Shoes is steady—quality, style, fit, always up to the mark, no fluctuations. That's what keeps sales steady.

When your customer asks for Surpass Shoes he knows what he's going to get in the way of value—just the same as he's always had, and he's satisfied. Get a steady job selling Surpass Shoes.



THE LOUIS GAUTHIER
QUEBEC



COMPANY, LIMITED
QUEBEC

OUR EXTENSIVE
ADVERTISING
 MAKES IT EASY TO SELL
“NUGGET”
 WATERPROOF
SHOE POLISH

HOW IS YOUR STOCK?

We shall be pleased to forward any advertising matter, such as Show Cards, Signs, Dummy Tins, or Newspaper Cuts on request.

THE NUGGET POLISH CO., Limited, TORONTO, Ont.

WOOD-MILNE RUBBER HEELS
STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

"Where Quality Counts We Win"

EVERY Brandon Shoe "talks big" of correct factory methods that keep down cost and keep up quality. It is the exemplification of correct shoe style and value. It is a trade-holder and a trade-getter. Try Brandon.



**THE
BRANDON
SHOE
COMPANY,
LIMITED
BRANTFORD,
CANADA**



The Williams factory turns out nothing but work shoes. That's one reason why

**WILLIAMS
FLAME-PROOF
MOLDER'S
SHOE**

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

Write to-day and get our price list.

**THE CLARK SHOE COMPANY
BRANTFORD, ONT.**

CANADIAN SELLING AGENTS

**ARTHUR A. WILLIAMS SHOE COMPANY
HOLLISTON, MASS.**



**Two Business Getters
for that Findings Dept.**

BOULEVARD DRESSING (LIQUID)
Note illustration above. A most popular dressing for ladies' and children's boots and shoes. In 4-oz. bottles.

VIT SHOE POLISH (PASTE)—Three colors, black, tan, oxblood. A splendid seller. Users always come back for more.



**American Dressing
& Sundry Company**

Manufacturers of Leather Dressing and Blacking
232 St. Charles Borromeo Street, Montreal

You may tell the public something but telling it doesn't make it so.

A man or a corporation must have a reputation for making good.

Do that and your statement will be accepted without discount.

ASTORIA and LIBERTY shoes are winners for 1000 live retailers in Canada.

The man who hasn't them can't afford to be without them.

COOK-
FITZGERALD
COMPANY,
Limited
LONDON, ONT.

SHOE & LEATHER JOURNAL

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TORONTO, JULY 15th, 1912

\$1.00 per Year — In —
Advance

Smart Styles That Will Be Seen In Spring Shoes

Heels Will Be Lower and More Blocky in Both Men's and Women's—Short Receding Toe Likely to be Popular
—Bals. are Coming to the Front—Plain Designs and Quiet Effects—Tans Still a Strong Favorite

The style problem is always more or less speculative—therein perhaps lies much of its interest and news value. If anyone could go forward and proclaim with unerring judgment and unquestioned accuracy, that such and such a thing would capture the popular fancy—that it would be a reigning favorite, the fortune as well as the reputation of the seer would be assured. In any discussions that take place on the trend of footwear fashions for the coming spring and summer, the "Shoe and Leather Journal" does not set itself up as an unfailing authority. It merely proclaims the verdict of those who are in the best position to judge of the tendency of the times and the demand and desires of the people.

So far as can be learned, tans will be a strong favorite during the next season in women's shoes, with gunmetal a close second and patent a third. There will likely be a lively business in white footwear during the coming spring and summer. These facts may be taken for granted.

Still Tan and White Goods

While an effort is being made to bring in dongola, it is not coming any too quickly, and the tan and white will remain the leaders for the summer months at any rate. An effort is also being made to bring back fabric tops in the shape of whipcords, light, grey, and browns of different shades. These whipcords are seen with tan, patent, gunmetal and other effects, but it is doubtful if they are destined to meet with any large share of patronage.

According to leading manufacturers of feminine footwear, it is predicted that buttons will be strong in all leathers during the coming season—in fact, many of the samples viewed contain equally as many buttons as they do lace. A persistent endeavor is being made to have the straight bal. or polish replace the blucher, but whether the attempt will be successful or not cannot be definitely stated. Enough orders have not been placed as yet to give an indication of how the trade feels on this point. It is claimed that one reason for bringing in the bals is that they give the

foot a long, slender appearance without the width that a blucher seems to impart.

The Height of Heels

Heels will be slightly lower than last year or the year before. This is the universal verdict of most authorities on modes. The short, receding toe will carry about a 12/8, or possibly a 14/8 heel, and the higher toe may carry up to 15/8. Anything like two inches or over will not be shown in the better class of goods for the coming season. The heels, in thus being lower, will naturally be wider or more blocky, and have larger tops. Vamps will be medium, possibly a little longer than last year. Tops will also be medium, and will not run to extremes in any respect. Edges will be moderate, the popular edge being perhaps 7 to 10 irons. Most of the manufacturers are showing conservative, sensible samples, and are not going in for any extremes. Some of the novelties that were presented for fall, such as the over-gaiter effect, the semi-high, etc., did not take to any great extent, and will re-appear only in isolated instances. Three and four-button strap oxford and sandal slippers will be seen in 1913.

Will Low Toe Come In?

Now, in the matter of toes—here is where the poser comes. You may ask half a dozen manufacturers and you will get six different opinions. One will tell you that in women's foot coverings, the high toe is popular, stylish and distinctive, that it has by no means run its course and is destined to stay in another season or two. Another manufacturer will tell you that the semi-high toe is the prevailing thing and the one that will take immensely well with the public. Still another will declare his belief in the short, receding effect, with the fulness carried well forward to the tip, and perhaps a fourth will come along and assert that the long, sloping drop toe is right to the front.

More will be said on this phase of the style problem in future editions of the SHOE AND LEATHER JOURNAL. Anyway, the short, receding toe seems at present to have the call, but the semi-high toe has by no means disappeared, and buyers of feminine footwear must be careful in the matter of their selections. It is believed that button oxfords will be strong sellers, and the three or four-button variety will likely be popular. In pumps, the high toe is rapidly disappearing, and the medium or semi-high toe is crowd-

ing to the front. The high heel will be seen on a number of pumps, but the larger proportion of them will carry a lower pedestal, possibly $1\frac{1}{2}$ inches being the most universally used. On all turns the Louis heel, made of wood, will be featured.

Now, regarding colonials, there is some doubt as to whether they will have any pronounced measure of appre-



SMART GUN-METAL OXFORD, CUBAN HEEL, SHORT RECEDING TOE, DOUBLE BUTTON FRONT OR TONGUE, BY THE KINGSBURY FOOTWEAR CO.

ciation next season. Their sale was fairly good this year, but the dressy pump seems to be the reigning favorite with miladi, and pumps next season will be largely in fabrics and satins.

Regarding the ornaments which will be used on pumps, one leading Canadian manufacturer states that the bows of braid, satin, silk, etc., have disappeared, and that leather-filled buckles of cut steel, aluminum, oxidized, or black enamel will take their place. The bow is declared to be a thing of the past, and it is predicted the buckle will be seen

on the pumps as it has been on the colonials. In addition, it is contended that a number of pumps will have a tongue or tab at the throat. Another well known Canadian maker declares that the combination buckle, that is, of metal and leather, is not a success. It is proclaimed to be too conspicuous and too showy for the majority of wearers to venture out with, as they feel that nearly every passer-by is looking at their feet. The bow, it is asserted, will still hold its own with those who desire quiet, refined effects, rather than pretence or display. Of course, practically all pumps will be without straps, as the lasts and patterns of this class of footwear have been so perfected that no longer do these low cuts slip up and down at the heel or gap at the sides.

Will Oxfords Be Popular?

Some manufacturers are showing oxfords to a certain extent, but it is believed that the one, two and three-hole ties will be much more popular than the oxford of the regulation height. While a few chocolates, some colored canvas and a few other fancy colored leather creations are being shown, to brighten up collections of samples, it is not expected that any of them will have a very large sale. All high cut shoes, both button and bal. will be of medium height next year, from $5\frac{1}{2}$ to $6\frac{1}{2}$ inches, being a very fair average.

Of course, there will be the usual number of strap slippers and other offerings. Some beaded vamps are seen and small ornamental stitched eyelets in place of perforations. Generally speaking, there are no sensations presented so far as can be learned in the matter of styles for spring and summer. The range of presentations reveal that for quiet effects, smooth, neat shoemaking, artistic lines, beauty and grace of shape and splendid conceptions, high-class and complete in every respect, the coming season's offerings in women's goods have never been surpassed in the Dominion.

The Styles for Men

The masculine style problem is always interesting. It seems a strange feature of human nature that men like to indulge in the speculative. They are much more interested in what is going to happen than what actually has transpired. The main query with manufacturer, jobber and retailer just now is what is going to sell in men's for 1913. All that one can do is to give an indication of the style probability. After scanning the horizon in many directions there is no attempt to say positively that such and such a style, shape or last will be "the thing." If one could direct the tastes and purchasing power of the lords of creation in a certain channel he would speedily become a millionaire.

It may be said, however, from some jobbers' samples that have already been presented, and from other lines that are going through the factory, to be sold direct to the trade, some noticeable changes will be made in the offerings for the coming spring and summer.

One great question of interest in men's goods is in the matter of toes. Will they be extremely high or medium; short receding, or long and sloping. Each manufacturer has his own views. There is one thing that can safely be predicted, and that is in nearly all the highest priced lines the drop toe will be the reigning favorite. The low heel, with its broad base, wide shank, flat tread, and the custom last, appear to be appealing very strongly to gentlemen of the business and professional class, who prefer comfort, ease and quiet appearance in footwear rather than any far-fetched or splashy specimens. One leading manufacturer states that heels will be only from half to three-quarters of an inch high, except in high toe products. Much attention will be paid to the fitting qualities around the arch, and no freaks are looked for in cut, pattern or perforation.

Semi-High Toe Still Here

The high toe is by no means an affair of the past. It will still remain a favorite with a large number of young men, who admire it for its nobby, saucy or snappy appearance. They do not believe that anything will come forward to take its place. The semi-high toe will be a favorite on several good lines. Blind eyelets will be seen on a great

(Continued on page 43)

Canadian Day at the National Leather Market Fair

Representative Shoemen from All Over the Dominion Attend the Successful Gathering in Boston—Warm Welcome Extended to Visitors—Important Conference of Retailers—Some Features of the Show

Canadian Day, Friday, July 12, at the Sixth National Shoe and Leather Market Fair held in the Mechanics' Building, Boston, drew very large crowds, especially during the afternoon and evening. The previous two days of the Fair had been more or less uneventful, as exhibitors all over the big building were busy putting the finishing touches to their exhibits, and the attendance was rather light. But, on the morning of the 12th, a good-sized bunch of "Canueks" struck "The Hub," and as soon as they did, things began to look up.

Retailers, manufacturers and tanners, with a fair sprinkling of salesmen made up the contingent from Canada.

All of the Canadians were made very welcome by the management and the exhibitors, who look forward eagerly

to the coming of their northern neighbors, the majority of whom are permanently known to the average large American house. More importance is being attached to the visits of Canadians, each year, as it is recognized that the trade in Boston is progressive and always on the lookout for new ideas.

Headquarters for Canadians

Booth No. 38, occupied by The SHOE AND LEATHER JOURNAL, was the headquarters of the Canadian contingent. Here appointments were made and East and West, and vice versa. Fred Foley, Bowmanville, and Rowland Hill, London, were among the first to arrive and were followed by many more who came in on Thursday, Friday and Saturday. Several parties motored from Montreal to



THE SHOE AND LEATHER JOURNAL BOOTH AT THE NATIONAL MARKET FAIR, BOSTON

Back row: H. A. Perkins, J. Spaulding & Sons Co., Boston; Frank H. Coleman, Mawhinney Last Co., Brockton, Mass.; J. J. Gallagher, SHOE AND LEATHER JOURNAL, Canada; Chas. Fogelberg, Getty & Scott, Limited, Galt, Ont.; H. Neville, SHOE AND LEATHER JOURNAL, Canada; Alex. Sinclair, Barrie Tanning Co., Barrie, Ont.; W. F. D. Jarvis, C. S. Hyman & Co., London, Ont.

Middle row: W. S. Edwards, Edwards & Edwards, To-

ronto; Fred R. Foley, retailer, Bowmanville, Ont.; G. S. Kirvan, Kirvan-Doig, Limited, Montreal; Frank W. Slater, Eagle Shoe Co., Montreal; T. H. Robinson, Eagle Shoe Co., Montreal; A. W. Donovan, E. T. Wright & Co., Rockland, Massachusetts.

Sitting: O. Brunet, Eagle Shoe Co., Montreal; N. Tetrault, Tetrault Shoe Mfg. Co., Montreal; G. P. Stockton, C. S. Hyman & Co., London, Ont.

Boston, taking advantage of the Fair to enjoy the excellent trip by road.

Clarence F. Smith, managing director, Ames-Holden, McCready, Limited, Montreal, brought one party, which included in its number W. V. Matthews, the company's superintendent, and J. A. Scott, Quebec.

Paul Galibert, Montreal, came down in his car, accompanied by his wife and daughter.

Among the Canadians present were:—Fred R. Foley, Bowmanville; G. P. Stockton, of C. S. Hyman & Co., London, Ont.; Alex. Sinclair, Barrie Tanning Co.; C. E. Lloyd, Owen Sound, Ont.; Rowland Hill, London, Ont.; O. Brunet, Eagle Shoe Co., Montreal; Thos. H. Robinson, Eagle Shoe Co., Montreal; Frank W. Slater, Eagle Shoe Co., Montreal; J. P. Mitchell, McKillop & Co., Calgary, Alta.; F. M. Cowan, Brandon Shoe Co., Brantford, Ont.; H. D. Broderic, F. E. Atteaux & Co., Montreal; John Damer, Vancouver, B.C. (Damer, Lumsden Co.); N. F. Dufresne, W. F. Martin, Kingsbury Footwear Co., Montreal; H. G. Cobb, Fisk Limited, Montreal; A. O. T. Beardmore, Beardmore & Co., Acton, Ont. Ralph Locke, Dufresne & Locke, Limited, Montreal; John V. Hatch, Gale Bros., Quebec; W. F. Jarvis, C. S. Hyman & Co., London; W. S. Edwards (Edwards & Edwards, J. E. Edwards & Sons, Toronto; J. I. Chouinard, Regina Shoe Co., Montreal; Geo. Leclerc, Montreal; N. Tetrault, Tetrault Shoe Mfg. Co., Montreal; G. S. Kirvan, Kirvan-Doig, Montreal Chas. Fogelberg, Getty & Scott, Galt; Alf. Dupere, Dupere & Garant, Quebec; Chas. E. Slater, Slater Shoe Co., Montreal; E. F. Leonard, Montreal; R. B. Griffith, Hamilton; Hugh Murray, C. T. Parkham, Calgary; F. P. Beemer, Toronto (with Harvey E. Guptill); John Affleck, Yale Shoe Store, Winnipeg; W. A. Love, of Paul Galibert, Montreal; A. L. Dupont, Dupont Freres, Montreal; R. Weston, Campbellford, Ont.; G. F. Smardon, Smardon Shoe Co., Montreal; Chester B. Hamilton, W. B. Hamilton Shoe Co., Toronto; Clarence F. Smith, W. V. Matthews, Ames-Holden, McCready, Montreal; J. A. Scott, Quebec; Paul Galibert, Montreal; W. A. Hamilton, Toronto; J. A. McLaren, Toronto.

Canadian Day Proceedings

On Friday the American and Canadian shoe men got together in a big mass meeting and thoroughly discussed several live retail topics.

Mayor Fitzgerald, of Boston, opened the big assembly. Andrew C. McGowin, president of the National Shoe Retailers' Association, and manager of the shoe department of the John Wanamaker store in Philadelphia, presided over the meeting.

Among the topics discussed at the mass meeting were:

"Abuses calling for national legislation, as stamping manufacturers' names on shoes, eliminating the fake sample shoe store; misrepresentation in retail shoe advertising, etc."

"The cost of selling shoes. How can we get the best results? An interesting discussion on store management, sales force, window trimming, advertising and other overhead costs."

"Are we making profit enough? The average retailer sells his merchandise at too close a profit. This discussion brought out some interesting points of comparison.

"Are we co-operating with our competitors? Much business is lost through petty jealousy between rival dealers. Co-operation is the better method, and instances were shown where it had resulted beneficially to both parties."

"How to profitably advertise a retail shoe store."

Committees Meet

Increase in the membership of the National Shoe Retailers' Association through co-operation with the National Shoe Travelers' Association in order to develop strength and influence for good trade legislation, was the principal subject of discussion at the conference of the executive committees of these two organizations in conjunction

with the sixth national shoe and leather market-fair in the Mechanics Building.

Andrew C. McGowin, of Philadelphia, is president of the Retailers' Association, but James T. Orr of Cincinnati presided. The first speaker was John E. O'Brien, of Boston, president of the Travelers' Association. Other speakers included Harry Ripley, president of the Boston Shoe Travelers' Association, and E. L. Rankin, president of the Southern Shoe Salesmen's Association.

Co-operation With Retailers

Co-operation of the traveling salesman with the retailers can be brought about to the mutual advantage of both, Mr. O'Brien stated, and he endorsed the National Association of Retailers and the movement to increase the membership from 200, which it now has after but one year's existence, to 1,000 or more.

Mr. O'Brien said that in every branch of the business with which the traveling man must of necessity come in contact, the friendly relations established with the retailers, his customers, would be felt and would protect the customer. The traveling salesman is always looking after the interests of his customer.

Mr. Riley said that he had no use for investigating committees on a matter of this sort, as about three men on such a committee generally do all the work. It is necessary, he said, that every man put forth his individual effort to bring about a larger national body.

Mr. Rankin said that there were some clauses in the constitution of the National Retailers' Association that the southern shoe salesmen objected to, but he believed that all the salesmen of the south should become members of the National Retailers' Association. He said also that he would work at home to bring that about.

Mr. McGowin said that the clause admitting the manufacturing retailer was controlled by the membership committee of the association and that he believed only men who owned stores, who were purely dealers, were admitted to membership. He was in favor of keeping on friendly terms with the manufacturing retailer, as he thought that to be the best way to get into close touch with him for mutual benefit.

Speaking of the bill before Congress, which makes it compulsory for the manufacturer to stamp his name on his product, he said that a tack manufacturer told him it would cost more to so stamp the tack than the cost of the tack. It was for the purpose of presenting to Congress and to state legislatures the impracticability of such measures that he said the national organization should be perfected.

Conferences of the National Shoe Wholesalers Association and the National Boot and Shoe Manufacturers' Association were held at Young's hotel last week and the two executive committees met together for luncheon shortly after.

The executive committee of the wholesalers association was presided over by H. S. Higgins, president.

E. P. Reed, of New York, vice-president of the manufacturers, presided over that meeting. Nearly 500 visiting shoe and leather men enjoyed the hospitality of the New England Shoe and Leather Association on the ocean outing which was given to the out-of-town buyers and retailers Thursday afternoon. The trip was made about Boston harbor and up the North Shore as far as Manchester-by-the-Sea in the steamship Rose Standish.

In the evening a smoker was held in the Paul Revere Hall at which the Boston Retail Merchants' Association were the hosts. An enjoyable evening was spent and old acquaintances were renewed.

Great Day for Foremen

On Saturday the superintendents and foremen met in international convention in Paul Revere Hall and valuable discussions were the order of the day.

Among the exhibits attracting special attention were the snake skin shoes of Rice & Hutchins, Inc., of Boston. The skins came from the deadly Llamacoa snake of Mexico, and were sent the firm by a customer in Cuhaacan, Sinatoa, Mexico. The firm's correspondent stated that the snake-skin shoes first attracted his attention when worn by the wife of a Mexican millionaire. The lady wore them because of the sentiment attached, as she was saved from a death from the deadly fang of the Llamacoa snake by the timely arrival of her future husband. She later became so attached to them because of their superior qualities of comfort and service that to-day, writes the correspondent, she will wear nothing else.

The U. S. M. Display

A feature of the fair which attracted much attention was the very elaborate shoe machinery display. The United Shoe Machinery Company had in operation the following machines: Goodyear welt and turn shoe machine, Goodyear outsole rapid lock stitch machine, Goodyear lip turning and slashing machine, Goodyear upper stapling machine, Goodyear universal rounding and channelling machine, Goodyear tack pulling and resetting machine, Goodyear insole heel-seat trimming machine, embossing machine, Hub lining cementing machine, edge trimming machine, Furber tip repairing machine, Sampson eyeletting machine, Perfection eyeletting machine, Cameo eyeletting machine, Universal eyeletting machine, Duplex eyeletting machine, wedge lift cutting machine, new power hammer and pluma skiving machine. The fondness of the average man for



THE SOUVENIR PRESENTED TO VISITORS BY THE SHOE AND LEATHER JOURNAL. THE CROSS BAR, BEAVER, AND MAPLE LEAF ARE OF BRONZE AND THE LEATHER BACKGROUND IS WHITE

machinery has been well illustrated during the present fair by the daily crowds around the shoe machinery exhibits. Although most of the machines exhibited are a part of the equipment of every up-to-date shoe manufacturer, to the host of retailers they were a constant source of interest. To the general public the various eyeletting machines are especially interesting. Many expressions of admiration were heard as they placed a complete set of eyelets on a pair of shoes in the twinkling of an eye. The United Shoe

Machinery Co. occupied spaces 184, 185, 186, 190, 191, 192 and 193.

A New Model Machine

Among the other machines exhibited was a new model of a leather measuring machine. Formerly the correct measurement of the uneven shaped hide, with its jagged edges and occasional holes, was a work involving infinite labor and calculation, with results probably far from accurate. This machine, which is now an essential part of every well equipped leather house, automatically and exactly



MECHANICS' BUILDING, BOSTON (THE SCENE OF THE SIXTH NATIONAL SHOE AND LEATHER MARKET FAIR).

measures the number of inches in the hide in the few seconds of time that it requires to pass it through the rollers.

Saturday marked the first international convention of superintendents and foremen, and it is hoped that it may be the beginning of a closer co-operation between the various organizations in this country and abroad. The convention was called to order by A. W. Brooks of the Pratt Shoe Co., Natick, president of the Boston Superintendent's and Foremen's Association.

The speakers were Thomas F. Anderson, secretary of the New England Shoe and Leather Association; Alfred W. Donovan, president of the E. T. Wright Shoe Co., of Rockland, and president of the Boston Boot and Shoe Club; J. E. Maguire of Haverhill, and the presidents of the various associations.

The visiting superintendents and foremen were the guests at the fair of the Boston, Brockton and Haverhill associations. The officers of the Boston association are: A. W. Brooks, president; F. P. Thrasher, Jr., first vice-president; C. S. Benvie, third vice-president; J. F. Gordon, secretary; F. S. Gorham, financial secretary, and I. C. Holder, treasurer.

Many Came From Abroad

Among the associations represented were those of Montreal, Boston, Brockton, Haverhill, Lynchburg, Va., St. Louis, Manchester, N.H., and the three associations of Kettering, Norwich and Bristol, England. All of these associations were represented by official delegates and a large number of individual members.

Every state in the union which has a shoe factory was represented by several superintendents and foremen, and many were there from Canada, South America, Germany Switzerland, England and other countries.

A number of manufacturers have been so impressed with the value of the visit to the fair that they have not only given their superintendents and foremen the day off, but have shouldered their expenses. The Boston hotels have been making great efforts to house the vast crowd of visitors.

Day Pleasantly Spent

The Canadian shoe and leather men thoroughly enjoyed Canadian day at the fair on Friday, says the Boston Globe. There was no formal meeting, but the day was pleasantly

passed inspecting the fair and discussing business conditions. The Canadian shoe manufacturers reported that business was good in their factories, better, probably, than in the United States. The headquarters of the Canadians while at the fair is at the booth of the Shoe and Leather Journal of Toronto and Montreal, space 38.

Heard and Seen in the Crowd

A. L. Dupont, Montreal, turned up smiling on Saturday. "Beemer and Affleck"—can't you imagine something doing?

R. M. Cowan, who sells a lot of Brandon shoes, was among the first salesmen to arrive.

Alf. Dupere, the SHOE JOURNAL's bright Quebec correspondent, was in Boston during the fair.

Everyone says the Fair is bigger and better than ever. And that's no fabrication, either.

J. I. Chouinard is a familiar figure in Boston. He brought down George Leclerc from the factory.

W. D. Bennett and his happy smile were always prominent—and popular. He's a "jolly good fellow."

Everyone voted the Canadians as jolly good fellows and extended the hand of welcome.

Richard Weston, Campbellford, and Chester B. Hamilton, Toronto, were among the visitors again this year.

What John Damer doesn't know about shoe conditions in British Columbia could be put in a very small pamphlet.

Hugh Murray, Calgary, who has friends from Halifax to Prince Rupert, wore a becoming straw hat and his usual happy smile.

A picture of the assembled Canadians in the SHOE AND LEATHER JOURNAL booth, No. 38, appeared in the Sunday edition of the Boston Herald.

The sixth national shoe and leather market fair was voted the best ever. It was certainly a great get-together week for all branches of the trade.

There were some two hundred and fifty firms who had booths, and every department of the big undertaking was well managed.

That happy trio from the Eagle factory: Brunet, Slater and Robinson, are now more careful of what they say in French in Boston.

Faber's new display trunk, which saves the necessity of sample room, attracted a lot of attention among the salesmen. It is a rattling good proposition.

Wonder if George Kirvan knows he has so many friends? He bought considerable new machinery which will be installed in the Goodsense factory.

Any salesman that can "put over" a piece of leather on Nap. Tetrault has to get up very early if that same leather is not the real thing in the matter of quality.

SHOE AND LEATHER JOURNAL's beaver and maple leaf souvenir was much sought after. One could spot a Canadian anywhere by the sheepskin and bronze badge.

H. G. Cobb and W. A. Lane, Montreal, took advantage of their being in Boston to renew old acquaintances. Both were located in New England before coming to Canada.

Everyone was asking if "Bill" Matthews would be down, and judging by inquiries at headquarters, Aubrey and Elmer Davis have a legion of friends.

The great seven-foot shoe in the Moench booth was made in the factory of Wm. F. Pfeiffer & Co., Natick, Mass., and cost over \$350. It was one of the unique attractions.

E. W. Burt, one of Boston's prominent shoe retailers, and who is also engaged in the manufacture of shoes in Lynn, Mass., was chairman of the Committee of Arrange-

ments covering the mass meeting of the shoe retailers planned by the National Shoe Retailers' Association.

John Affleck, the hustling proprietor of the Yale Shoe Store, Winnipeg, had a busy time trying to stave off Yankee salesmen who want a slice of that \$100,000 business he is doing.

That Thursday excursion on the "Rose Standish" was certainly a hummer. The five hour sail to Manchester-by-the-Sea was greatly enjoyed by the big crowd of visiting shoemen.

It's surprising how many Canadian friends A. O. T. Beardmore, of Acton, Ont., has. At least they said they were Canadians when looking for that really natty little SHOE JOURNAL Souvenir.

John E. O'Brien, Boston, president of the Travelers' Association, was on the job every minute, and to him the success and good fellowship of the Thursday afternoon excursion is largely due.

By the time N. F. Dufresne, Kingsbury Footwear's genial factory superintendent, had followed W.F. Martin and Ralph Locke around for a while he was "all in." The easy chair in Booth 38 looked very attractive to him.

Brother Burnham was a most efficient organizer, peace-maker and manager. He carried a big weight on his shoulders and did it well. The same thing applies to Mr. Jacobson. These men all deserve credit and they got it.

A large and representative crowd took in the automobile trip to the United Shoe Machinery Co.'s immense plant at Beverley, Mass., on Monday. A very instructive and enjoyable afternoon was put in, and the trip was certainly an eye-opener to many.

Alf. Dupere, SHOE JOURNAL's Quebec correspondent, had an incipient attack of heart failure at 7.02 p.m. in the Copley Square Hotel dining room when he learned the Quebec train left at 7 p.m. Luckily it left at 8.30. Another night in Boston looked bad to him.

It's a caution how attractive Nantasket Beach is to the Canadians. A camera fiend turned loose there on Sunday last would have had enough interesting sights to fill a Sunday comic supplement—but what would the better halves at home say? We wonder.

Many old friends were glad to meet Thomas F. Anderson, the efficient secretary of the New England Shoe and Leather Association. He is a Nova Scotian and a former newspaper man of Halifax and Boston. He is evidently the right man in the right place.

The shoe and leather machinery exhibits were particularly attractive and more numerous and complete than at any previous Market-Fair. As usual, these machinery booths were great centres of interest, and many new ideas were carefully examined by practical men.

An interesting feature of the fair was the telautograph. This ingenious instrument attracted much attention. Visitors would register at one place and their signature would be reproduced at another station through electrical connection. This registration list can be preserved for future reference.

All visitors commented very favorably on the decorations, which were done in light green. The color effect was very cool and pretty. The exhibitors' signs contained names in silver on a light green background. In Grand Hall the overhead decoration was unusually handsome, and the clusters of electric globes were greatly admired when lighted up at night.

Jas. Acton was with us in spirit at least. His wire read: "Greetings to friends attending the fair. Remember with pleasure the good time we had last year. Regret I cannot be with you this week, and hope that we will all be spared to meet again." And that regret was heartily reciprocated.

Some New Features for the Window Trimmer

(CONDUCTED BY A. A. DAoust, MONTREAL, QUE.)

A Neat Setting for Late Summer

A Little Shoe Box Lumber and a Few Well-Arranged Minor Decorations, All That Is Necessary—Seasonable Foliage a Decided Help

Herewith is given a sketch that could be used either for a showing of late summer or early fall styles. This trim is very simple and can be built without much expense. If well made it would certainly make a strong display.

To build the frame use shoe case lumber about half an inch thick, or if a little more money could be spent to make a more attractive job, smooth, new half-inch lumber could be purchased. It is not necessary to go into details as to the construction of this framework, as its general design is apparent at a glance, and it is not hard to construct. A little judgment, care and figuring will bring good results, and any window trimmer must be more or less of a carpenter.

What Trimmings to Use

After the framework is built, start covering with felt very carefully and smoothly, making sure that each corner is well finished. If used for a late summer display, white felt would be as nice as any, but if used for an early fall showing a nice fawn or buff-colored felt would make a splendid autumn tint. This could be used with the foliage suitable to the season.

Chrysanthemums would look very nice in the centre

stand, while almost any foliage will be suitable for the baskets at each side. If the trimmer finds it a little too hard to make the baskets himself they could be made to order from cheap, soft wood, by a local carpenter at a very moderate cost. These baskets should also be covered with felt, and the old English initial (the first letter in the proprietor's name) should be cut out of felt of a different color and then pasted on.

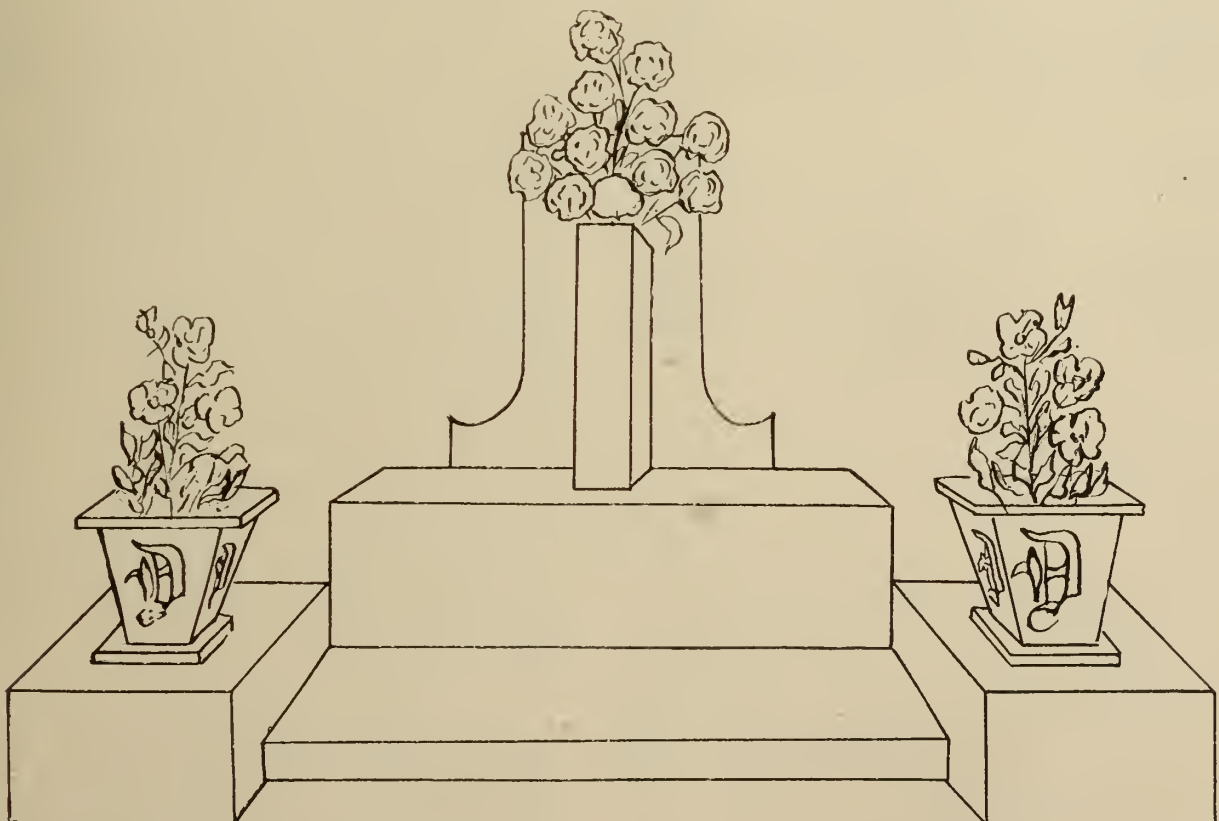
Floor Decorations

In front of this frame on the floor, felt should be stretched smoothly with a few maple, oak or grape leaves thrown about. This does away with any possible unnatural or "cut-and-dried" effect. Grape vines and bunches of grapes will make a splendid decoration for this trim.

A Simple Summer Sale Window

How to Make an Attractive Display With the Aid of Show Cards—Kind of Price Tickets to Use

If the trimmer is also a card writer, this trim will be very simple, as it is composed mostly of show cards. If, on the other hand, he is not, it is quite possible to have these made by a competent show card writer, even if one has to send out of his own town to have this work done. Here is the advantage of having a clerk who understands show card writing, and who has the requisite technical ability.



A. A. DAoust

DESIGN FOR LATE SUMMER OR EARLY FALL

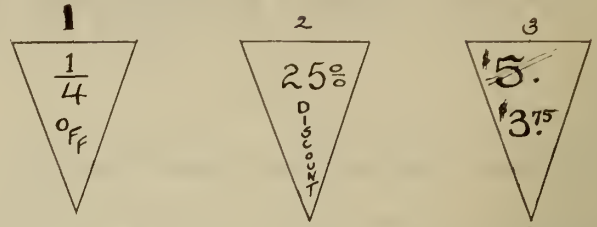
The pennant style cards at the front of the window should be of white cardboard, with red lettering. These are attached to a strong wire, that represents the card on the flagpole. The best way to fasten these on the wire is by punching two small holes in each corner of the pennant card and putting the wire through it, as this bends the corners where the holes are, and it is sure then to keep in good position.

Description of Trim Details

The turned flagpoles can be purchased from lumber dealers and should have round ball fastened on the top to make them more ornamental. These should either be stained green, gilded, or should have the tops gilded. The card holder in the centre is made exactly the same, from a pole the same thickness as the two poles at the side, but with a large square pedestal heavy enough to support the pole after the card has been put on. A good size for the base would be 8 inches square and 4 inches thick. The large card near the top centre of the window at the rear should be lettered in exactly the same color as the other cards. The small cards nailed on the cross-piece of the window should also match. If the window has not a crosspiece, the small "1/4 off" cards can be used elsewhere.

If the trimmer has to send out to have all these cards made, of course the cost of the trim will be somewhat higher, but it certainly would pay for itself and bring in a large enough volume of business to make the owner forget

discount. Any percentage of discount, of course, can be shown on these cards. The trimmer can use any one or all



three of the styles shown, but possibly one style would be more effective. Style No. 3 is about as good as any on account of giving the customer an instant idea of how much he is saving on the shoes in question. It puts the problem up to him in concrete form, and he doesn't have to do any mental arithmetic to see what the saving on the usual selling price is.

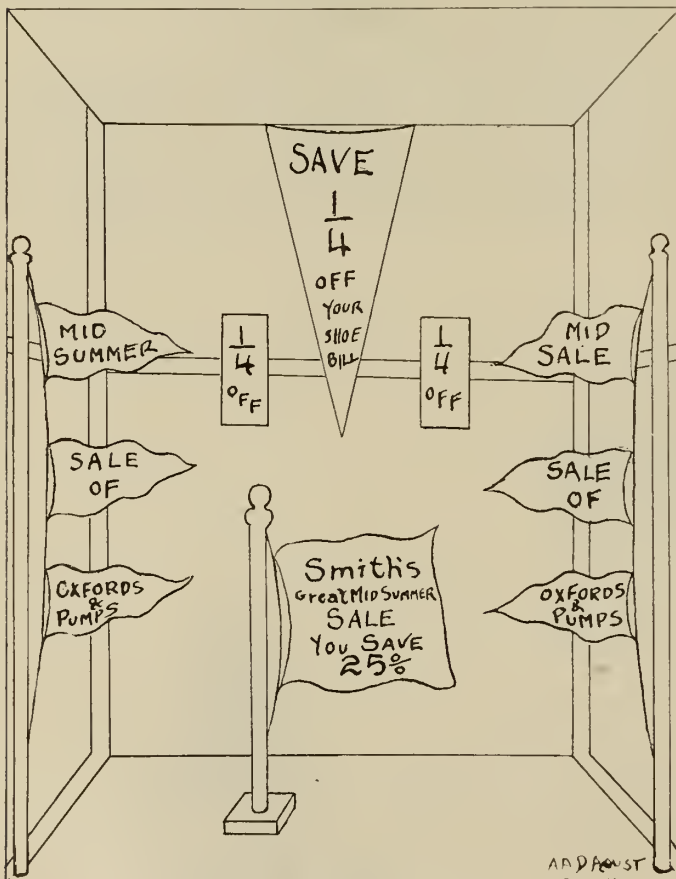
More Views on Advertising

J. O. Broughner, Simcoe, Ont., writes: "Yes, we use a two-column, eight-inch space in each of the local papers, and change the ads. every week. We use few cuts, and consider that newspaper advertising pays us well. In my opinion, the percentage of the total turnover that a dealer should spend in advertising is two per cent. We have never issued circulars or leaflets, but we have handed out some attractive souvenirs with our ads. during the fair here. The forms of publicity that brought us the most direct and satisfactory results are newspaper ads., tasty window trims, and a high class exhibit at our county fair for three days each year. Our showing at the fair last year covered two spaces in the main building, and was viewed by thousands of people from all parts of Canada. We do not believe in the premium idea and regard honest advertising, good window dressing, and courteous treatment as the salient factors in making known the merits of a retail shoe store and its stock."

A dealer in footwear, in Tweed, Ont., who desires, for private reasons, that his name be not used, says he takes a quarter-column in the local weekly paper regularly, and changes it every week as a rule. He does not employ cuts, as the space at his disposal seems too small. "I believe," he continues, "that newspaper advertising pays, when well attended to. One per cent. of one's total turnover appears to be sufficient in a town of one or two thousand inhabitants to spend in advertising. I have never used circulars or leaflets, but am considering the advisability of doing so. A good clean window of shoes, well displayed, seems to bring more customers than any newspaper advertising. The latter and attractive window displays are the only methods of advertising I have used. I have never offered premiums. I might say in conclusion that I think a great many advertisers do not get the results they should in these small towns, which only have weekly papers, because they neglect to change their advertising copy. Some insert a new ad. only two or three times a year. I do not know how such publicity could ever bring any results."

J. N. McArthur, Swift Current, Sask., says that he has used no space in the local papers in order to advertise his stock. Neither has he ever resorted to leaflets, premiums or other accessories, to make known his goods. He is, however, a strong believer in effective window trimming, and thinks this is the best, cheapest, and most satisfactory method of publicity.

The Jacobsen Publishing Co., the directors of the big Boston Fair, deserve every credit for the able and progressive manner in which everything connected with the enterprise was carried out. The president, R. C. Jacobsen; the vice-president, W. D. Bennett, and all others associated with them, came in for many words of well deserved praise. The various shoe and leather associations co-operated, and the success of the gathering surpassed all previous efforts, which is saying a good deal.



DESIGN FOR MID-SUMMER REDUCTION SALE

the original cost of the display. Of course, by lettering the cards personally, if possible, the trim can be put in at the cost of a few dollars only. The prices, wording, etc., used in this illustration are merely examples, and any discount or other sale name can be applied to the display. Use puffed silk or other light material in white on the window flooring.

Price Tickets for Sale Window

The price tickets should be exactly the size of the illustration, and the three different ways of having these lettered will prove very good indeed, according, of course, to the

Reduction Sales Regarded as a Necessary Outlet

They Should Be Genuine and Well Conducted—Make Them Go With a Hum but Do Not Be Too Eager to Cut Prices When Regular Figure Can Be Obtained—Views of Different Retailers

Does it pay to hold special sales? How should they be managed? When should they be held? How much reduction should be made? How long should they last? Are they profitable? Do the public look for them? Do they interfere with one's legitimate trade and convert a regular customer into a bargain-chaser? Do they tend to lower the standard of retailing and impart to a high-class establishment the appearance of doing a somewhat general business?

These are questions revolving in the brain of the average shoeman about this season of the year, when trade is dull and he would like to do something to liven it up a bit. It is the general practice of possibly 75 per cent. of retailers to hold semi-annual sales—one generally in January and February and the other in July or August. As to whether it pays the average dealer to hold them, one would naturally conclude that it does or otherwise no such expedients would be resorted to.

If a sale is held it should be a genuine one, and an honest, pushing effort made to clear out all slow-selling lines. They should be marked at prices that will make them go. There is no money in keeping stickers or out-of-date goods on the shelves. They lose cash for the average man, month by month, or, in other words, are not worth their keep. Would the average dairyman keep a cow whose milk did not yield him a much greater revenue than what it costs to feed the animal? To use a common expression, animals which "eat their heads off" are unremunerative and so are shelf-warmers. The same observation holds true of shoes after the selling season for certain styles has passed.

Public Look for Them

Speaking of this feature the other day, one of the most successful retail men in Ottawa said, "Yes, I always hold two clearance sales twice a year. The public naturally look for them, and are disappointed if they are not put on. I do not think that any better time can be chosen for holding these than in the month of January and August. Under normal conditions, trade at this particular season is rather stagnant, but it can be gingered up a good deal by a proper display of the lines you desire to clear, and wide advertising of the facts. The main item is to have the public confidence. It has been a common saying among my patrons here for years, that when we put on a sale it is a genuine one. The people can rely upon it. One customer advertises the fact to another, and, in this way, our turnover is boomed a great deal."

A sale should not last more than a month. That is quite long enough if it is properly advertised, and the selling force upholds its end of the business. It is well to have all goods laid out on special tables or certain sections of the store devoted to the stock that you desire to clear. Everything must be convenient, and easy to handle. There should be no lost time. I am not very particular about what price I get for certain 'left-overs,' if I can only get rid of them at cost I consider myself lucky. Now, on novelties we never think of making less than 50 per cent. net profit, and in some cases 75 per cent. during the rage for them. We have to do this in order to come out even with what hangs on our hands. I do not see any object in carrying over unsaleable stuff until next year if it is possible to get rid of it at all. At the end of my sale period which, as I said, lasts a month in summer, and also a month in winter, those goods which have not been disposed of—well, I call in a junk dealer or

some peddler of second-hand stuff and dispose of the whole lot at just whatever I can get.

No Indignity About Sale

"I do not think that a well-conducted semi-annual sale interferes with one's legitimate trade. It affords a much needed outlet, and is really a safety valve in the mercantile business. There is one thing, however, to remember, and that is, many a shoeman has destroyed public faith in his wares by shouting 'sale,' 'reduction,' 'bargains,' 'clearance,' 'round-up,' 'between seasons,' and a score of other cries many times during the year when there has really been no foundation for such a hue and noise. The public will place no reliance in either him or his methods, but, with universal consent, put him down as a sort of a cheap-john or peddler of junk. It is well for the man yelling sacrifice all the while, to remember that once having started upon this road he has to keep up the cry incessantly or otherwise there will be nothing doing, and even the most resourceful will find it difficult at times to invent plausible pretexts for cutting the price to the bone, plunging in the knife to the hilt, sacrificing to the last cent, retiring owing to other business, and a dozen such excuses, which are often raised.

All Persons Like a Bargain

"There is no more indignity in a high-class footwear merchant having a genuine sale than there is in a wealthy patron taking advantage of any concession that presents itself. Most people are not above saving a few dollars if they can get the same footwear quality, fit and style at a certain period, for less money than at some other period, and this is really what a mid-summer sale amounts to. If they are honestly conducted they don't change the average lady or man into a bargain-hunter. It all depends on the way in which sales are handled, whether they are profitable or otherwise. There is such a wide divergence in what retailers call profit and possibly no two men can agree upon this topic. Now, what I have said applies solely to a city trade—to merchants who handle high-class lines and sell for cash at a good profit."

Where Sales Are Unnecessary

With a man doing business in a small town who has to keep in stock everything from a stogie and brogan to a white nubuck pump or suede colonial, he may possibly have to hold more sales than two during the year, or he may get along without them at all. His class of trade is so varied and the demand for goods so wide that, naturally among his large number of callers, there are people from the country or factory who do not care particularly about styles. With them, as the footwear is to be used for working purposes, a reduction of 50 cents or \$1 counts far more than whether a heel is eleven-eighths or fifteen-eighths, whether the toe is a full round or a low receding one, and whether the tan is of the latest shade or the cut, a slant, circular, crescent or some other style. The main thing they are after is wear and comfort and, if they get these, that is all they particularly care about. Fashion does not enter into consideration at all. It is therefore not necessary for such a shoeman to hold a clearance or reduction sale. He can adopt methods that will practically keep his stock as free of stickers as he wants it, and be without the bother, worry and trouble of conducting the sale.

Make It Go With a Swing

"The mid-summer and mid-winter sale seems to be a sort of necessary evil," remarked a leading Toronto retailer. "If you are going to make a success of it you have to practically reduce nearly every line or it does not go with a swing. There is no sense in holding a half-hearted sale.

It must attract the people, and if only a few ranges are reduced then there is not much satisfaction to be derived from the effort put forth."

Another dealer remarked that he firmly believed in the usefulness and advantage of special sales at certain seasons. "What are you going to do with your odds and ends at the close of each season? Are you going to carry them over? I have a sale next month to make room for my fall and winter goods, and to keep things a-moving during the hot weather. There is no use in keeping the store open for the accommodation of a few casual customers, expense goes on just the same, and, while profits are cut unmercifully by me when the knife is applied, still it is better, at a certain period, to mark time financially than it is to go back. I do not suppose you can lay down general directions for every man as he would not be guided by them anyway. The money that a retailer really makes is in his turnover. You must get volume in these days of fierce competition and close profits. People are recognizing this more and more."

Don't Mark Time Only

A busy store not only attracts trade, but outside of your windows it is one of the best advertisements that you can have. One of the chief drawbacks in business is merely marking time. Keep things on the go. It may not always be easy. Study your trade, your customers, your town and accommodate yourself to circumstances and you cannot go far astray if you are honest in your dealing with the public and your goods are never misrepresented in quality or price.

Thus, you see it is a case of where each merchant must largely use his own judgment, follow the practice that has been established in his town, suit the trade that he has been catering to, etc. He must size up the situation for himself, and in answer to the questions asked at the beginning of this article no really definite response can be given. Each must determine, within certain well defined lines, how the reduction sale works out in his own business. Remember two points, however, that a sale should be a genuine one, and see that the public have confidence in your announcements.

What About the Conditions

Can conditions be improved in the retail shoe trade relative to the time and manner of conducting the semi-annual clearance sales? This is a question which is of great importance to every individual retailer. One authority states:

"There probably is no dissent from the opinion that the necessity of semi-annual clearance sales is even greater than ever in the retail business, as the result during the last two or three years of the increase of styles, particularly those which have a brief existence. Even the shrewdest buyer, under present conditions, finds toward the end of a season that he has made some mistakes in judging the popularity of certain styles. With the many variations in shapes and lasts, and the increasing number of new materials, outside of leather, it is impossible for any single person to estimate with perfect accuracy several months ahead the styles that will sell."

"Admitting the necessity of these semi-annual sales, the general statement can be made that there is a tendency in a considerable portion of the trade to be too anxious in starting these sales, often beginning them at a season when regular goods at regular prices are still in demand by the public."

Some New Things for Spring

During the past few days, Mr. W. F. Martin, sales-manager of the Kingsbury Footwear Co. was at the Queen's Hotel, Toronto, showing spring and summer samples for 1913. Mr. Martin is always the first man on the ground, and this year was no exception to the rule. His showing embraced about 300 samples in women's shoes, about 40 per cent. of which were button. A liberal exhibit in tans, gunmetals, patent and white nubuck was on view. A few shoes with whipcord and fabric tops were shown. The dome toe is again featured and on a number this full round effect will be seen. The short receding toe is also prominent on

other lines, and has a very attractive and artistic appearance. Generally speaking, heels are a little lower and broader than last season. A fine range of pumps in all leathers was shown, as well as oxfords and fancy slippers. A few pumps had the forward or waist line strap, but not many, most of them being strapless. There were a number of fancy creations in buttons with nickle, brass, and gunmetal buttons. The tops are about the usual height this year, and are mostly slant or straight-cut. Among the distinctively new things is a gunmetal oxford with Cuban heel, short receding toe and a double row of buttons down the front, or what might be termed, an outside tongue buttoned on both sides. Another novelty has a patent vamp and white nubuck top, short vamp, carrying the dome toe and Cuban heel. There is a fair showing in oxfords and a few shoes are noticeable with the overgaiter effect. In turns, two new lasts were observed with the short effect vamps. In slippers, one, two, three, four and five straps are seen in patent and kid, some with openings on vamp. Other showings were patent oxfords with gunmetal or matt calf tops, with collar effect, fancy facings and different combinations in the quarters. The showing is the strongest ever presented by the Kingsbury Company. Mr. Martin was assisted in his work here by Mr. Wilfrid Forest.

Ideal Way To Treat Customers

We wish to have you actively for us—not even negatively against us.

Farewell to issues, arguments, disagreements.

A customer can do no wrong here.

This is part of the policy of the large store of Shepard, Norwell Co. of Boston, who evidently believe that the customer is always right, and in giving human nature the credit of being honest.

Speaking of this modern policy, a member of the establishment in question, John Shepard, Jr., says:

"Some weeks ago, in conversation with a prominent retailer, who does not live in Boston, I was deeply impressed by the remarks he made concerning his "policy"—meaning his attitude towards his customers.

"He particularly exulted—really boasted—over the rigidity of his rules. Cold-blooded justice was his pet hobby. He claimed that he never yielded an iota to the demand of any customer, if to do so necessitated the transgression of a precedent. He forced his patrons to conform to his personal conception of fairness.

"I believe the Shepard store is strong enough in respect to merchandise and great enough in respect to organization to put into tentative effect a plan I have long had in mind. In order to avoid the possibility of subjecting a customer of ours to unfair treatment every claim will be allowed.

"The customer's word will not be challenged.

"The customer is to be regarded as being unimpeachable.

"The customer is authorized to assert and exact. We concede.

"It isn't a question of abstract right, or ordinary equity, or unreasonableness, or violation of propriety.

"It is simply our spirit of modern merchandising—our faith in our goods, our prices, our service. It is the broadest, the most liberal and the most progressive experiment that has been made in storekeeping during the last decade.

"No customer need leave this roof dissatisfied.

"We believe the people are entitled to this measure as a mark of our confidence in their integrity, their sense of justice and their capacity for rendering decisions when complications, mistakes and misunderstandings arise, without bias or prejudice.

"Our continued enforcement of rules that belong to the old regime might cost a customer money which he or she feels should not be paid.

"Under such circumstances, consciously or unconsciously, a man or woman may become a potential factor in projecting and diffusing unfavorable impressions concerning the store."

The Progressive Methods of a Western Shoe House

How They Manage to Obviate the Approbation Evil—Management of Delivery Service and Repairs—One of the Most Attractive Establishments to be Found Anywhere—The Interior Arrangements

In a recent edition of the *SHOE AND LEATHER JOURNAL* there appeared a brief description of the palatial new Granville Street shoe house of the Edward Stark Shoe Co., of Vancouver. A fuller reference to the various departments and the interior arrangement is now available.

The company have been in business for seven years in Vancouver, and have occupied the handsome new home only a few months. It is run as a branch of the main store, which is situated at 623 Hastings Street, to which location it was removed from 160 Cordova Street, about five years ago. The company do not specialize in any particular line, but handle a select stock of high grade footwear for men, women and children.

Odds and ends are usually cleared out by means of disposing of them in a bunch. They consider this the best method of getting rid of undesirable and unavoidable features of a stock. The firm have recently gone into handling traveling goods, but as yet they cannot say whether it is a profitable line or not, although they see no real reason why it should not be. They declare that it does not take a large stock to carry a good range of styles and sizes.

The Lay-Out of The Store

In dimensions the new store on Granville Street is about eighty-five feet in length by twenty-five in breadth. Of this space about twenty feet is taken up by show windows, which

are three in number, of equal size, allowing an entrance from each street about five feet wide. Show cases have been built into the side windows the full length of the store to a height of about five feet, with sections of shelving in the rear allowing ample space for the display of traveling goods.

The shelves have been made in the individual style right to the ceiling, a distance of seventeen feet, along one side and the back of the shop. This shelving is bisected by a mezzanine floor, which has a width of about three feet from the outside edge of shelves, supported by steel rods from the ceiling, and reached by a stairway with hand rails. As an average man can reach the topmost shelves without the aid of stools or ladders the firm consider this system a big saving in the salesman's time and energy. It enables them to serve customers more readily than the old way. The shelving along the window side is built in sections, as previously mentioned, equipped with rollers, so as to be easily shifted if necessary to go to the showcase for anything.

The Decorative Plan

The interior of the store is finished in natural wood, with large plate mirrors in the backs of the windows. The shelving is finished in white enamel, which, with the cartons with white labels and black printing, gives the shop an unusually bright appearance. The chairs are of the indi-



VIEW OF THE REAR POSITION OF ED. STARK SHOE COMPANY'S SHOE STORE, VANCOUVER

vidual style, in mission oak, upholstered in leather to match, as are also the foot mirrors, umbrella stand, and telephone desk, which is placed just inside the door equipped with blank checks and writing materials for the customers' use. The wrapping tables are placed behind a large radiator in the rear of the store, which hides this generally unsightly feature from the customers.

No Approbation With Them

Until lately the Stark Shoe Co. have conducted their own repair shop, but find it more profitable to send repairs out, as there are always a lot of little things that take up a shoemaker's time and are never charged for if done in the store. The company do not allow salesmen to send goods on approval unless they are paid for. All goods sent out must be settled for then and there, the firm refunding the money for shoes returned. They find this plan does away

with most of the approval business and satisfies patrons.

The Delivery End

Regarding advertising they do not do very much along this line, with the exception of circulars twice a year by mail and a medium size ad. in the evening papers three times a week. This they find pays as well or even better than the noisy kind of announcements.

All parcels are delivered by a messenger company. They call at regular hours about five times a day, and specials at any time. This system is found the best, although it would not work in a smaller place, as there would not be a sufficient number of messengers employed. The beautiful Granville Street store of the Edward Stark Co. is certainly an ornament to the retail shoe houses of the Dominion, and reflects the highest credit in the aggressive and enterprising career of the house.

Service as a Factor In Success of Shoe Retailing

It is The Keynote of Success—How It Will do Much to Attract Attention to the Store—The Best Should be None Too Good for Your Customers—Some Helpful Hints

"What makes one shoe retailer successful, while another is not?"

Probably thousands have asked that question and sought an answer to the problem without obtaining a satisfactory solution. It is equally true that it would be impossible to lay down any rules whereby all retailers could be made successful, still it can all be summed up in one word, "Service."

If this is true, one cannot give too much attention to the service his business offers his patrons.

We are all servants, from the boy who sweeps your store out, to the premier of this great Dominion of ours, and the more efficient the service, the greater the reward and success.

Competition of Right Kind

Competition is severe these days, but not more so than it has been through all the ages of business, and it will continue so to the end of time. Still, rather than resent the right kind of competition, we should welcome it, without competition the incentive to do one's best would be in a large measure removed and the danger of falling into a careless, indolent method would be largely increased, thereby reducing the number of successes, and delaying the great forward movement of businesses.

Someone has said that "Competition is the life of trade." This does not mean the cut-throat competition we sometimes see, but the friendly rivalry, which will spur one to a greater activity and develop a class of trade winners that will be a credit to the community.

This sort of competition is legitimate and will go far toward developing trade and building successful and profitable business.

Not only competition needs watching, but what kind of service is your store giving. One cannot afford to be indifferent, or careless on this question, otherwise it will develop into a condition one would not like to consider and perhaps lead to ultimate failure.

Best Service None Too Good

The best service is none too good for your customers, and unless you give them your best they will go to the store where they can get it. It is only the man who serves well that is fit to rule.

It is not only necessary that the proprietor should serve the customer well, but insist on that same service from his clerks, that is essential to the successful upbuilding of the store and the satisfaction of its customers.

With good service the small store insufficiently stocked will succeed, while poor service will bring failure to the merchant with large stock and good equipment.

A satisfied customer is the best kind of an advertise-

ment, and they will be repeaters and bring their friends with them.

Inattention or indifference on the part of shoe clerks is a serious matter to their employers, and it is regrettable that so many bright young men in stores to-day seem to have no higher ambition than to see pay day come, and how little they can do for their employers. There are others who are alert and will not permit a customer to wait while they discuss the "White Hope" or "the show of last night," but immediately say or do something to hold them until they can give them their undivided attention.

Prompt service of this nature will do much to attract favorable attention to the store, and should be recognized and encouraged.

Neatness, promptness and courtesy ought to be the animating spirit of the shoe store: both the proprietor and the clerk should realize this.

Develop Real Salesmen

Encourage your clerks to become salesmen, not mere "handlers out of shoes." Encourage them to use positive suggestion not negative; how is it possible to sell anything further to a patron if one suggests, "I suppose there will be nothing else, eh?"

The power of suggestion should always be of a positive character, conveying to the customer's mind something that would be useful, or advantageous for him or her to wear.

By watching the customer one can generally tell the shoe in which he or she is likely to be most interested, which, if tactfully displayed, will often end in a sale. Train yourselves, also your salesmen, to know your goods.

Why Buttons Pull Off

A writer in an exchange says:—"I have recently witnessed many wordy arguments concerning the reason for the buttons pulling off while being unbuttoned after the last- ing. This happens more often on welt work, that is, with the re-laster after the shoes are heeled, as the welt shoes are generally lasted closer to the wood. The writer has found that some cases would lose nearly twice as many buttons as others, yet the re-laster was as careful as possible. A more thorough investigation revealed the fact that all the buttons were size $4\frac{1}{4}$, and the buttonholes that were worked in the factory were the same number hole, while those that were sent out to be worked were the No. 4 hole, and the $4\frac{1}{2}$ button forced in the small hole was the cause of the buttons pulling off. The No. 4 hole will work very well on cloth or on light stock with the $4\frac{1}{4}$ button, but on heavy or firm stock lots of trouble must be expected in buttons pulling off regardless how careful the re-laster may be.

Special White Shoe Window Drew Big Business

Unique Plan Hit Upon by a Guelph Retailer—How He Displayed a White Sale and Made It Flutter
—Effective Method of Featuring Leading Lines of Summer Goods



A unique window, and a particularly seasonable one is that which was put in recently by Mr. W. J. Thurston, the enterprising shoe retailer of Guelph, Ont. The window was elaborate and striking. It was different from anything ever attempted in the Royal City, and drew special attention from the public.

The window in question is the new deep trapezoid-shaped one, extending well into the interior of the store. It was divided by white enamel pedestals, surmounted by artificial ferns. The base of the forepart was softly festooned with mercerized sateen. The background was of British bevel plate glass. The display stands were white enamel, of assorted sizes, being gracefully decorated with white nubuck and white kid button shoes and pumps, representing several popular and widely known makers. The price tickets were a novelty, being of pale blue cardboard neatly printed. The white and blue effect was very imposing.

One of the most remarkable features was a large pennant, a portion of which may be seen in the picture, bearing the inscription, in bold black letters, "White Sale." It was held in position by having one end attached to the staff

and the other end to the window. This pennant was kept constantly fluttering by a concealed electric fan. Interspersed through the display was a beautiful showing of white silk hose.

At the rear section of the window was a very neat contrast in tan footwear. Here the foundation was of old gold material, the fixtures being of mission and of the same design as in the other part of the window. There was exhibited the newest styles in tan footwear in the background and on the shelf well above were shown to good advantage, suitcases, club bags, and other traveling goods. Mr. Thurston reports that the window was a great drawing card, and resulted in a remarkably heavy two weeks' business.

Banker's Wife Has Fourteen Toes

Maryland women have the largest feet, according to chiropodists who spoke in their convention in Chicago. Dr. John Kenison said Mrs. Elsie Streeter of Maryland has a foot eight inches across the ball, requiring a No. 12 shoe. Dr. Frank King of Erie, Pa., has a patient, a banker's wife, on each of whose feet are seven toes. Dr. Alfred Joseph said the smallest foot is attached to Mrs. Alice Plato of Milwaukee, who weighs 190 pounds and wears a No. 1 shoe.



A SPECIAL WINDOW TRIM OF SUMMER FOOT TOGGERY.

Some Stray Shots from "Solomon"

Big-hearted people can be the meanest as well as the most cruel. Get a man who is always letting his feelings lead him and you will have one who will as often do harm as good. The fellow who lets his "heart" lead him takes a poor guide. Some of the worst rascals that ever lived, like Nero, for instance, were tender-hearted and slushy at times. You need to learn that that heart of yours is not to be trusted. Do right whether your heart backs you up or not. There are plenty of people who do good only when they feel like it. When you don't "feel like it" is the time to get down to business. "He that trusteth in his own heart is a fool; but whoso walketh wisely, he shall be delivered."

Don't be mealy-mouthed when your friend needs a little jolt to set him right. He is a poor friend, indeed, who will see you run into wrong and look the other way or toss responsibility aside, saying if you see anyone you think anything of on the wrong track don't be afraid of giving the helm a yank, even with the prospect of a little "yawing" or unpleasantness. You may be misunderstood at the time, but the friend, if he is really worth having, will soon see your act in the right light, if it be done in a proper spirit. "He that rebuketh a man, afterwards shall find more favor than he that flattereth with the tongue." There are too many flatterers and too few candid friends.

At this time of the year the Churches usually hold their synods, assemblies and conferences, and one of the items for discussion that ought to be the most important on the list is what is called STATE OF WORK "the state of the work." It is safe to say that in actual results along the line of effectiveness, that is, in true Church building, all show a decidedly disappointing statement. Various reasons are offered, but the real one is that the Church, both individual and collective, has its eye on the main chance. In this time of unwonted prosperity ministers, officials and people get their eyes, ears and hands atrophied by commercialism. When even the shepherds, yea, the chief shepherds, speculate in real estate and stocks, what are the rank and file to do? The Church needs a message just now on the text, "He that winneth souls is wise."

You can't pick up a paper without running up against the fact that men are shortening their lives these days by this feverish chase after money. In the past six months each of us can count up a list of those who have come to an untimely end, not through drink, accident or disease, but the wear and tear of the money game. Men in their prime go shooting over the brink instead of being a source of strength and helpfulness to their families and the communities they have lived in, just when they ought to be at their best. Life is getting to be one long constant grab after a will-o'-the-wisp. "He that hateth covetousness shall prolong his life." Learn to be content with what you have. Beware of this monster greed.

It's a poor policy to be forever hesitating, but it is a poorer one still to be always rushing at things and having to back down. It is better to be cautious than rash, although some men are so cautious they are never ready to try anything until the opportunity has been taken from under their noses. "Make sure you are right and then go ahead" is good advice, no matter what people may say about over-cautiousness. "Happy is the man that feareth alway; but he that hardeneth his heart shall fall into mischief." In other words,

the fellow who keeps his weather eye open will be in a position to handle any squall that may be lurking around the corner, while he who keeps all his sails up and a loose helm is likely to meet with sudden mishap.

Don't expect much sympathy if your lawlessness gets you into trouble. There are people who don't set much store by law until somebody hits them a clip and then they "holler" lustily for LAW AND LAWBREAKERS the police. Usually the man who wants law is the one who is the quickest to break it, and it is astonishing how slow the wheels move to him who is ready to put obstructions in the way when it suits him. But with regard to the moral law, how often you find it that the fellow who smashes the Ten Commandments is the loudest in his calls upon the Almighty when disaster stares him in the face. You can usually tell what kind of a man a fellow has been by the way he howls for mercy.

"He that by usury and unjust gain increaseth his substance, he shall gather it for him that shall pity the poor." It is the law of compensation that provides that a mean, stingy father shall have a liberal or profligate son. Things GATHERING AND SCATTERING even themselves up. The hoarding and scraping, the chicanery and oppression must be equalized by dissipation or distribution. It may do you some good if you let the truth sift into your brain that the squeezing and sharp turning you are busy at to make your little pile will all be wasted some day, as the results of your wakeful nights and mean scheming will be handed back to those you have robbed or their representatives.

Throw a stone into a crowd of dogs and you won't have any trouble finding out the one that is hit. Yell "stop thief" in a crowd and you will see the pick-pockets edge out. "The wicked flee when THE WICKED FLEE no man pursueth, but the righteous are bold as a lion." Some people who are so touchy about their honor, if you could only find out, are as crooked as crabs. Look out for the fellow who wants to fight everybody who calls him a liar or sue everyone who hints that his business honor does not rate A1. "The righteous are bold as a lion." The man who is sound doesn't rage about those who impugn his character.

If a man sides with the ungodly or lawbreakers you can take it that he is crooked. Every decent man wants to see wrong-doing put down and lends his influence to the side of law and order. BACKING EVIL The fellow who stands off and jibes at the policeman or pats ruffianism on the back is as bad as any blackleg behind the bars. "They that forsake the law praise the wicked; but such as keep the law contend with them." Don't put yourself in the class with the thug and the libertine by lending your sympathy or countenance to law-breaking of any kind. You pay taxes to keep up the law-makers and law-enforcers. Back them up.

It is as singular to-day to be poor as it once was to be rich. Even the Church has largely changed to be a rich man's affair, and where it might once have been said, "Ye see not many mighty, not many noble are called," when the position of deacon or steward is vacant, they look around for a man not "filled with faith and the Holy Spirit," as was once the qualification, but with enough of this world's goods to come down handsomely when it is required of him. That is why we have so many scandals in the Church and why many good men hesitate to throw their influence in with it. "Better is the poor that walketh in his uprightness than he that is perverse in his ways though he be rich."

He Does Not Believe in the Clearance Sale Idea

Three Rivers Dealer Tells How He Gets Rid of Odds and Ends—Be Candid in Your Statements and Treat All Customers in the Same Kindly Spirit—Rising Phoenix-like From the Ashes

One of the progressive shoe retailers in the Province of Quebec is Fred J. Argall. He has been in business in Three Rivers for seven years, and has built up a large and profitable trade. About three years after he started, a disastrous fire visited the city and swept away many business premises. Mr. Argall was a sufferer to the extent of several thousand dollars. Four days after the conflagration he, Phoenix-like, was doing business and selling new goods. Herein is afforded an indication of the enterprise and go-ahead spirit of the man. He never allows the grass to grow under his feet. For seventeen months he did business in the little, rough, one-storey structure, a picture of which is shown in this article. Meanwhile, he was having a splendid new store built for him, and it possesses one of the most attractive fronts of any similar establishment in the province. The display windows are modern and artistic in every respect. Mr. Argall believes in effective publicity, not only in the matter of window trims, but in inviting premises as well. His new shoe house is sixty feet in length and twenty-two in width, and three storeys high with basement. Over the front is a large boot fitted with fifty electric flashlights. This brilliant sign overhanging the sidewalk attracts attention on all sides.

Handles Only Canadian Lines

Mr. Argall is a firm believer in Canadian made goods, and handles these exclusively, for both the feet and hands, as he deals in gloves, mitts, etc., as well as covering for

the feet. "I find that I can satisfy every demand with well made and stylish Canadian products, and I do not have to go across the border to obtain what I want. I also run a



TEMPORARY STORE BUILT AFTER THE FIRE IN THREE RIVERS, QUEBEC, IN 1908

good repair shop and find the same very profitable, both in itself and as a trade puller," he adds.

"You ask me how I get rid of odds and ends and whether I ever hold bargain sales, I may say that I have never had a reduction or clearance sale, as I can always get rid of out-of-date lines. I have a very mixed trade, and have to carry ranges to suit all classes of people, the city folk, the country cousin, the bushwhacker, and the river



THE HANDSOME SHOE HOUSE OF F. J. ARGALL, THREE RIVERS, QUEBEC

driver. I find that it pays to be frank and courteous to all. I make no distinctions whatever. By sizing up your customer and using a little discretion one can always get rid of old styles. I do not believe in duplicity or any two-handed tactics. When I am showing a shoe that is out of style, I, of course, do not take particular pains to emphasize this feature of it, but, if I am asked if this is a little behind the times, I say yes, and tell the customer frankly that we are selling it at a reduced cost for this very reason. I find that it pays to be open and above board. One should be honest, not only in the matter of handling reliable goods, but in every statement made regarding the wares that he disposes of. I advertise quite freely and find that it pays. I never try to mislead a customer in any way, and to these facts I attribute any measure of success with which I have met."

Previous to entering the retail line Mr. Argall was a traveler for some thirteen years, covering Canada from the Pacific to the Atlantic coast, for various manufacturers. His experience has served him in good stead, and to-day he has not only one of the brightest stores, but is doing a thriving trade in the city of Three Rivers, which boasts of a population of over 15,000 persons.

Would Create Leather Combine

The following interesting review on what may happen in Toronto should certain, influential abattoir interests unite and erect a large tannery, appeared recently in the *Globe*, and pretty accurately sums up the situation:

Not only is the consumer of meats involved by the combine that it is alleged is being formed in Toronto to control the meat market, but the wearer of boots and shoes is directly concerned, as well as the consumer of leather for other purposes. It is well known that the bulk of the profits of the Chicago packers, who control the meat supply of the United States, are made from the by-products of the beef industry. These include chiefly hides, tallow and fertilizer. The first named of these is by far the most important, its utility in the community having perhaps been under-estimated. The tannery, the shoe manufacturer, and the public must depend on the hide market.

Probably seventy-five per cent. of the slaughtering and meat-packing done in Toronto is handled by several firms now said to be in the process of amalgamation. Two of them, the Swift Canadian Company, and the Harris Abattoir Company, are about to erect a tannery to handle the hides from their own abattoir, and, if profitable, both "butchers'" and "farmers'" hides. If there is a good profit in hides why should not this end of the business be included in the proposed civic abattoir undertaking? The city could buy the by-products of the industry from the butchers on the spot, and sell to the tannery on a reasonable basis. This would minimize the financial risks of a city abattoir, and at the same time protect the public interest.

As a warning to the public, the following is a brief survey of the methods by which the Chicago packing houses have secured almost complete control of the hide and leather markets. The principle they work on is to tan hides when it is high. They either control or have as allies a definite number of tanneries, but they do not wish to directly control all. When they cannot sell hides at a good figure they turn them over to their own subject houses to be tanned and then sell the leather product when the market is high. If the market for hides is high, the packers sell them direct to independent firms. To secure hides these firms must buy always at a high figure or go without. Hence, the large packers not only indirectly control the market prices, but make every cent they can out of the public.

Existing competition in the shoe manufacturing industry precludes any artificial advances in the prices of shoes. The cause lies in the raw materials. The prices of leather for shoes have advanced considerably during the past five years, and this is responsible. Already the prices of hides and leathers in Canada are controlled to a great extent by the packers in Chicago. A city abattoir and hide industry can perhaps alone hope to check "combine" control of such industries here, and the consequent forced high prices of leathers the consumer must pay.

Some Pretty Boudoir Slippers

When the trim street boots of buckskin or patent leather with their snappy crystal or smoked pearl buttons, are removed and ranged, carefully treed, on the boot rack, madame slips her feet into delightfully comfortable and adorably pretty boudoir slippers matching the negligee she has donned. These slippers may or may not have heels, according to madame's taste and physical energy; for most women, when weary enough to slip into boudoir gown and slippers, are too weary to submit to high Louis heels and pointed toes. French women adore these little high-heeled "mules," as they are called, and trip about their bedrooms vivaciously in heels that would make the average Canadian's back ache in no time at all; but over here heelless slippers are preferred, and these are quite as pretty in their way—and twice as comfortable—as the coquettish, high-heeled mules.

Two new types of boudoir slippers are illustrated, each style representing the utmost of luxury in this style of foot-



wear. One pair, of pale blue glove kid, are lined with white quilted satin, and blue ribbons are run through slashes in the kid—sort of a glorified type of Indian moccasin for madame's wear in her sanctum sanctorum. The other pair of boudoir slippers are more ornate, and were designed for a June bride, who wore them with a nice pink satin and lace peignoir. They are made of pink satin, inside and out, the inner sole being slightly padded. The outer side of the slipper is veiled with white Val. lace, a net medallion being set in the lace toe under a wreath of tiny pink roses. The top of the slipper draws up on a ribbon run through a casing and a pink bow finishes the front.

There are also satin slippers with hand-painted medallions on the toe, and these slippers for trousseau use are sometimes decorated with the initials of the bride and groom intertwined. Irish crochet slippers, mounted over a color, are very dainty, and are somewhat more durable than the Val. veiled pink satin sort just described.

With cool little breakfast gowns of the semi-neglige type, ordinary buttoned strap slippers with moderate heels are substituted for the heelless boudoir footwear which would not be in good taste outside of a bedroom. A pretty negligee may be tolerated in the home breakfast room, but scuffling heelless slippers never!

Even the bath slipper is a more beautiful affair than it used to be, and many women delight in these flat-soled affairs with a strip of fabric over the toe because they may be slipped on without the necessity of stooping to adjust a heel. Very dainty slippers of this sort come now in styles resembling the French mules. The inner sole is lined with quilted satin and the toe portion is made of brocade or lace over silk. A cord finishes the edge. There is a trick in walking easily and gracefully in these flat-soled slippers, and this trick once acquired, the slippers are not hard to keep on when moving from room to room, or even up and down stairs. There are straw slippers of this sort, which may be picked up for fifteen or twenty cents the pair in any Japanese shop, and for wear about one's bedroom or bathroom in summer time, no footwear is cooler.

To Repair or Not To Repair? Which Is Better?

What Stand Do You Take on This Question?—Arguments Pro and Con—Undoubted Profits in a Repair Department—But Some Shoemen Say 'Not Worth the Bother

"I think a repair department is one of the most important things in any shoe store," said a very successful shoeman the other day in discussing the value of such a department. "Perhaps I might modify that statement by saying that its worth will be more felt in a shoe store doing a large business than in the small shop, yet, after all, the small retailer can make good on the proposition if he goes at it in the right way.

"For example, one of the important things that an efficient repair department will take care of is the making of the various small repairs that frequently become necessary on account of faulty workmanship on shoes purchased in the store. When you sum them up it is surprising the total they will run to. Of course, these repairs have to be made free of charge. If you send them out to a repair shop, it is a straight loss in each case, and a loss that would be saved if the store had a good repair department. Moreover, this work can always be sandwiched in between regular jobs, so that the gain is just as large as it looks.

Repair Department Saves Cobbler's Profits

"Look at the matter again from another viewpoint. Every pair of shoes that is sent out to the cobbler's means the profit that the latter charges on his work is lost, whether it be 10, 15, or even a greater percentage. Naturally, he wants some profit on his labor, and the shoeman has to pay that just the same as any other customer, though he often may get let down lighter, because he turns considerable business the cobbler's way. This profit will amount to a considerable sum in a year, in a good-sized store. In any store it will mount up to a fair percentage of the miscellaneous expense account.

The Positive Side of the Argument

"But this is all a negative way of approaching the question. There is a positive side, and a mighty important one at that. Here it is. Any shoeman can make a splendid profit from a good repair department; almost as good a profit as he can make from his findings department—that is, if he runs the repair branch as carefully and in as economical a fashion as possible. To do this he should have as much machinery installed as the volume of business warrants. This is one of the principal essentials to the best success. Never waste time on handwork if a machine can do that work as well or better. It will surely do it quicker, and this very speed will allow a greater volume of business to be done, and consequently greater net profits. It is just here where many a shoeman 'falls down' in tackling this problem. He looks at the immediate outlay, instead of at the future profits. And even the present outlay resolves itself into a small matter these days, when a shoeman can always lease a repairing outfit on a royalty or similar basis. I am for the repair department in the store every time."

That's one side of the question, and it is a side that a large number of successful shoemen thoroughly agree with, judging by the large outfits they keep up. The writer remembers well a talk he had some time ago with a retailer keeping a small store on one of the main streets in a large city. He did not do a large shoe business, but he certainly did a hustling repair trade. He stated that his net profits were frequently \$50 per week, and never less than \$35. He had no machinery, but kept two men busy all day long. And this without a dollar spent on advertising. His only ad. was a small sign hung out in front of his door, "Yes, we do repair." But he did his work well, and he charged top-notch prices for doing it. He said he wasn't in the business for his health.

What the Anti-repair Shoemen Say

Of course, there are two sides to every tale. Here is a glimpse of the contrary side. "I would not have a repair department around my store again for any money," said a

retailer to the writer. "Why?" "Because when you figure up the profit in it, you never take into account the trouble it takes to get that profit. There is just as much, or more, work entailed in taking in a pair of shoes to be mended as there is in selling a pair—and there is just as much worry when things go wrong. If I spend the same amount of time in looking after my regular departments as I would spend struggling with a repair department, I can make more money every time. As for the theory that such a department brings business to other parts of the store, I do not take much stock in it. The way I look at it is that I am after a high class trade, and the kind of people who will keep continually running to have their shoes repaired, instead of purchasing new ones oftener, are not the class I care to have for the majority of my customers."

Leather Costs Too Much

Another retailer stated that there was not much these days in repairing, when one considered the very high price of all kinds of leather. Sole leather, which formed the bulk of the repair man's purchases, was going higher all the time, and the end was not in sight. Add to this the time and trouble it entailed, and a man would be better off to leave it

He Has Varied Attainments

Getting money out of people who do not want to pay is a nice, happy accomplishment. This faculty is possessed to a considerable degree by Edwin A. Scott, who has been financial accountant for the findings house of P. Jacobi of Toronto, for a score of years. Mr. Scott is well known in the trade, and, by his gentlemanly qualities and perennial good nature, has managed to make things run smoothly. He



is an enthusiastic lawn bowler and a prominent member of the Toronto Lacrosse and Athletic Association. He is also an ardent devotee of golf. For nearly a generation he has been a star member of the famous camp "Lenid," which has annually enjoyed good sport in fishing and other pastimes on the Bay of Quinte. The location of the camp is only a few miles from Picton and Mr. Scott has always been one of its enthusiastic exponents. He can land the finny tribe with as much ease and dexterity as he displays in discharging his responsible duties in the business world.

in reliable outside hands. "I send all my repairing out to one man, in consideration of which I get it done at a considerably reduced figure. I have no bother looking after it, and I find that I can get good business at times, because I take the bother of running to the repair man off the shoulders of my regular customers. A good messenger boy will do all the running necessary, in his spare time," was the way he put it.

Evidently the personality of the shoeman has a good deal to do with the side he takes on this question. Both pro and con, very contradictory statements are made. If a shoeman is looking out for all the profits he can get, he is

likely to see the great advantage in a good repair department. On the other hand, if he does not desire to be tied up with any side issues, that prevent his concentrating his mind on the main business in hand, viz., selling shoes, he will likely contend that there is nothing in it. There are good points on both sides, but it seems to the writer that the advocates of the repair department in the shoe store have the best of the argument. The presence of successful repair departments, even in the largest shoe stores, would go far to prove this.

This topic will be taken up later in a subsequent issue of the SHOE AND LEATHER JOURNAL.

What Other Retail Shoemen Have Found Out

Dealers Are Asked to Contribute Even One Thought or Experience to This Department—Helpful Hints That Save Time, Temper and Labor, and Tend to Increase Sales and Efficiency in the Store

If you have a good idea or have gained a pointer about your business shove it along. Do not be narrow-minded or selfish. It is the broad gauge shoeman who is succeeding to-day. He is the one who is forging ahead. He believes that in helping others to solve certain problems he is also aiding himself.

"What Other Shoemen Have Found Out" will be a prominent department of the "Shoe and Leather Journal" in future, and the editors will be pleased to receive any suggestions of helpfulness, of time saving, better service, efficiency in the sales department, labor saving in the repair branch, and the best way to deal with difficulties in the routine of daily work. What has helped you may assist someone else. Pass it along. What helped someone else may be of benefit to you.

"What is the good of unknown good?" The success and worth of this department of the "Shoe and Leather Journal" depends on your co-operation, Mr. Retailer. Will you do your share?"

shoe, by having the typical cheap shoe cut in the same way. This way is more convincing than a great deal of talk could be, does not take so much time, and will hold and interest a customer when you have to leave for a minute, when otherwise he or she might get restless and leave you. Demonstration is more convincing and a quicker salesman than talk, and helps greatly when you have more than one customer to attend to.

Have Rubber Heels Cemented as Well as Nailed

In most heels, by the time you have taken off the thickness of a rubber heel of leather, the stock is not first class. If your heel is just nailed on, the wet gets in and the heel softens and spreads, and the service is not so good. Have heels cemented at all times, and especially in wet weather. It may be quicker to just nail them on, but not so good. Cementing is well worth while.

Keep Your Stock Put Away

If this is made a strict rule many errors will be avoided. Mistakes are sure to be noted when you come to put away the stock, and your customer may have gone. You will save his being annoyed and your being tied up with a pair of mis-mated shoes until he comes back. He may live far from town and never come back. You may be out a pair of shoes or be obliged to pay express both ways, because the error was yours. It always pays to keep your stock put away. Insist on this. Set the example. The employer who pulls down a lot of shoes and then pikes for the office sets a bad example, and unless there are good reasons he should not be guilty of having the staff speak of him on this line as a "piker."

Ripping Around the Toe

When the welt of a heavy soled shoe rips around the toe. What? Sewing the inseam is quite out of the question, as both sole and slip would have to be ripped away back. Lock or chain stitching is too slow and tedious. Nails are strong enough, but the upper pulls away or bulges. Take two or three short pieces of wax end, put them through the holes in the upper made by the stitches of the inseam; then, with a heavy awl, make holes opposite your threads through the sole back of the welt, pull your threads through, and this will hold your upper in place while you nail it. If done carefully this will be strong and will never show, and can easily be done in ten minutes.

Stretching a Tight-Fitting Shoe

Many shoes are split at either side of the throat in Bluchers, or the stitching broken in Balmorals, by carelessness in stretching. To avoid this, tie the shoe tightly at the bottom eyelets, then the strain at this point will not tear the upper.

Fitting a Short Foot With High Instep

This type of foot always gives trouble just at the throat of the shoe. The shoes always seem too long. The vamp

How to Take the Squeak Out of a Shoe

Rip four or five stitches at the toe of a shoe. Insert a screw driver and shove it down a distance equal to the length of slip sole, then have a good thick solution of common stove polish and pour some in. Turn shoe from side to side so the liquid will be distributed. Sew up the few stitches and the squeak will be gone.

Have Patterns of Your Last

Any dealer or manufacturer will supply you with bottom or insole patterns of the lines you buy from them. Take any customer who has been badly fitted, or says, "The last pair I bought at A's ruined my feet"; have him place both feet on a sheet of paper and take a pencil outline. Then take your patterns and see which shape suits him best. While you are doing so he will tell you all his troubles, and you can take in the whole situation. Then, if you are on to your job, the first shoe should fit. I had a customer come in with a "wail," and he took three pairs at \$6.00 per pair, just because he got a proper fit the first time. I had everything at my finger ends before I showed him a shoe at all, and had his confidence also. Try it.

Demonstrate What You Are Selling

We have the sole stock of a certain line of children's shoes, and also made up shoes in turn, McKay and welt, cut up the centre, showing the double toes, solid leather counters, lasted heel seats, and whole heel lifts. In turn this demonstrates that turn soles are not as light and thin as the edge finish would make them appear. We also demonstrate what the customer might expect in buying a cheaper

is never cut nearer than one-half to three-quarters of an inch of the point or corner where the quarter overlaps the vamp. This space may be slit down safely with the knife or scissors, and give room just where it is most needed. Doing this does not injure the shoe in any way, as when the shoe is laced up the strain is off. I have never known a shoe thus cut to give trouble, and have made scores of sales that would otherwise have been lost but for this method.

Fitting Oxfords on Small Heels

If you have a sewing machine (patcher) this work is easy. Buy anti-slips from your findings house. They cost less than 10 cents per pair, and less than five minutes will put them in ready for wear. Anyone can put them in. They give best results put in bottom side up. Cut about an inch deep or within half an inch of what will be the top side, and by so doing your anti-slip can be made to fit perfectly to the shape of the shoe inside.

Do Not Strain the Buttonholes

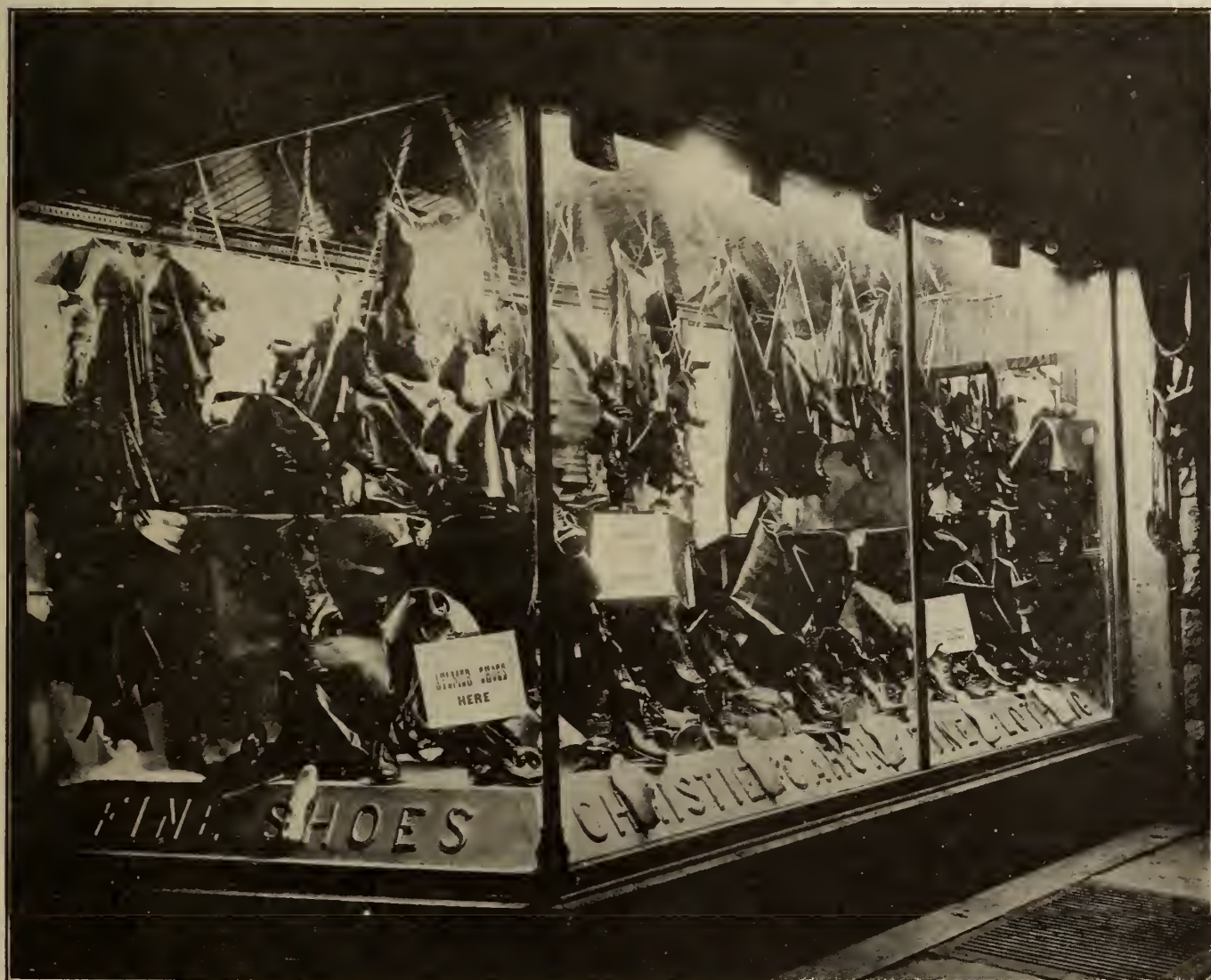
Many button shoes are ruined in the trying-on by carelessness in buttoning. The common ring buttonhook is the

best for fitting purposes. While you use the buttonhook with one hand, use the other hand to bring the button fly over in place, and you will not only save the buttonholes, but the shoe will seem a nicer fit, and the effect will be pleasing to your customer, as well as a great saving to the shoe. Try it once.

Be Sure the Shoe Is Long Enough

If there is any greater sin practised in the retail shoe business than selling shoes too short, I'd like to hear of it. With the present short vamps, high heel styles, and the craze among the young, and many no longer young, to have their feet appear *short* we are fast becoming a race of cripples. As a result, enlarged joints, corns, ingrown nails and broken down arches are on the increase to an alarming extent. Better pay less attention to *cures* and look around for *causes*. If some shoe men don't have to settle with St. Peter for this very thing, I miss my guess. No matter what happens in the wear, you can bank on it that a shoe will never get "longer." I have taken the trouble to cut open some partly worn shoes, and in almost every case could trace every toe nail cut right into the box.

SHOWING SHOES MADE RIGHT AT HOME



A feature in effective window trimming was recently introduced by A. B. McVittie, decorator for the G. R. Christie Co. of Aylmer, Ont. It was a strong display of the various lines of footwear made right in the home town by local workmen in a local institution, the Aylmer Shoe Co.

The various processes in the making of a shoe and the materials which enter into its construction are presented.

Starting from the right, along the front in the bottom of the window is the shoe when it is first put on the last, then welted, filled, soled, heeled, and at the left in the front of the window, the shoe is seen in its completion. There are sixty different styles shown, and through them are mixed the different leathers of which the shoes are made. The Aylmer shoes retail at \$4.50 and \$5.00.

Customers Need Not Buy What Does Not Suit

Retailer Thinks That They Are Not Obligated to Fall Down and Worship the Public—The Habit of Refunding Money and Exchanging Goods Can Be Carried to the Point of Absurdity

"I read with a great deal of pleasure that article of yours in a recent edition of the *SHOE AND LEATHER JOURNAL* against the practice of refunding money. The way some customers impose upon the retail shoemen is simply scandalous. I do not see that we should truckle to anyone," remarked a leading retailer this week. "I have a grouch on to-day and I don't care if I get rid of it. It is mighty hot and somebody is going to come in for a scorching. Any person who enters this store to buy shoes need not take anything that he or she does not want. We do not try to persuade any individual to buy unless he or she is in every way suited and fitted properly.

We seek to give dollar for dollar in value, and I do not see why a retailer should have to be obsequious or patronizing in his manner. Another thing, is this constant refunding of money. I positively refuse to do it in a great many cases. More people should know their own minds. Betsey Ann buys a pair of oxfords and is well satisfied with them on leaving the store. She takes them home, but finds that Mamma, Sister or Hubby does not like what she has purchased, and back she comes, either desiring an exchange or wanting a refund of her cash. Now, this is the sort of thing that can be encouraged to the point of absurdity. The shoeman must check it somewhere, as he *cannot guarantee to please every member of a family*. It should be his aim to satisfy the wearer of the shoes alone.

No Exchange for White Goods

"I positively refuse to exchange white goods. They are too easily soiled, and people are too particular in the matter of having them immaculately fresh. A young girl will come in here and try on a pair of white buck or white canvas oxfords. She will probably push the white shoe off with a black one she is wearing, or will fit a white shoe on so many times that it gets blackened from her dark stocking or black boot. After she has made up her mind to take a pair she will turn to me and quite innocently ask: 'Can you not give me a cleaner pair, please? I want them absolutely spotless.' I then tell her frankly that if she had been a little more careful in trying them on and taking them off they would be clean, and that it is her fault that they are soiled. Now, the life of white goods is altogether too short to have them exchanged. You know the season lasts only a few weeks, and there is no reason or common sense in pandering to the whims of the public in the matter of exchanging goods of this character. I don't care who it is, if the party gets a proper fit in white shoes before leaving the store, I will, under no pretext, exchange them. You cannot sell a white shoe for anything like its original value if it is soiled. I generally find it is better to cut the price, throw in a bottle of polish, or something of that kind, rather than seek to doctor it up myself. A customer will detect any efforts to cover up the soiled portion, and it is better to make the reduction at the outset, than have a dissatisfied patron in the end.

A Sample Female Crank

"Another instance of how certain people would impose upon us. A lady came into the store the other day and said she wanted a pair of running shoes. I asked her the size, went down into the cellar, and got a pair of white canvas, with the regulation rubber sole. When I brought them she did not know whether she liked them or not. She thought that if we had something with a tan foxing, just the same as a friend of hers had bought at another place, it would be very acceptable. I told her that I had nothing of that kind, and that, if she had desired it, she might have intimated to me the fact before I went down cellar. Well she informed me she did not exactly like the style that I had brought, but her husband asked her to try it on. She said she guessed she would not. I then spoke up and said, 'Well, you do not have to take anything that does not suit you.'

She seemed to grow very vexed at this and retorted, 'I always come here because I thought that you always gave the public courteous treatment.' I replied that I thought I was treating her equally as politely as she was me.

"I told her that I did not want any woman to buy a shoe that she did not care for. She said I had been discourteous, and she shot out the door in a huff.

Must Stop Kow-Towing

"Well, I do not think that we should kow-tow, sweep the floor, and trail one's self in the dust in order to oblige the delicate, tender, and too often touchy public. The sooner that the retail man has a little independence and backbone, the better for him. He will get rid of all the woes and worries that often make the trade a bugbear and annoyance to the flesh."

Mr. Retailer Don't Deceive Yourself

The main thing in disposing of a shoe stock is to see that it is sold at a proper figure, or, in other words, that the goods have been disposed of right. By right is meant that they have yielded a fair profit, that they are not being retailed at the same figure that they were six or seven years ago. The dealer, who is attempting to sell his stock at virtually the same quotations that it commanded a few years ago is digging a commercial grave for himself; his business career is apt to be very short-lived. He is cheating himself in more ways than one. So much has been said on this subject in recent issues of the *SHOE AND LEATHER JOURNAL* that it seems like supererogation to be emphasizing this matter again. Any live, aggressive foot-fitter, who is doing business to make money and not to run a concern merely for the benefit of his health, must market his shoes on the average fully 10 per cent. higher than he did a year ago, providing he is giving his patrons the same quality and durability in the goods. In fact, this is a low estimate, considering the advancing cost of retailing and other incidental expenses. The average shoe dealer to-day wants to wake up if he intends to make any money and not find himself, at the end of a term of years, either back in the bankrupt class or roaming from town to town in search of a job.

Salesman's Relationship to Public

Many of the most successful salespersons—in fact, those who attain the greatest success—are those who establish a relationship of personal service with their customers. They grow to know them by name, study their tastes, the margins above and below which they seldom go in buying, and, knowing as they do the shoes in which their customer is likely to be interested, they save the time an inexperienced salesperson would waste in showing impossible shapes and are able to conclude even important transactions with promptitude that has no element of hurry.

The good salesperson is genial, attentive, respectful, but not subservient. Customers like a frank, honest representative to do business with, and in these days of merchandising the salesman who misrepresents never gets very far either with the public or with his house, for the employer realizes that the salesman who misrepresents to customers will misrepresent to him.

The good salesman sees to it that his transaction is complete in every detail. He not only learns how to address his customers pleasingly in the beginning, but he sees to it that every part of the transaction is thoroughly understood by both the customer and himself before the matter is closed; and he sees to it that no promise has been made and no expectation aroused that his house cannot fulfil, unavoidable accidents excepted.

Base Your Profits Aright

1. The remuneration of salesmen, for instance, is figured on a percentage of the selling price, and is not figured on the cost price. Therefore the selling price plan works in harmony with that.

2. The percentage of expense of doing business is based on the selling price. If you talk and think of your percentage of profit on cost and your percentage of expense on selling price, nine cases out of ten you will lose money before you get yourself untangled.

3. Because the mercantile and other taxes are invariably based on the percentage of gross sales. Therefore, it is important, if you are figuring in your mercantile and other taxes in your expenses, to figure them in the same way in which you are figuring your anticipated profits and making your selling prices.

4. Because the sales totals are always given in books of records. Cost totals are seldom if ever shown.

5. Because a profit must be provided for two items of capital. On the capital invested in merchandise and on the capital necessary for operating expenses and other expenses not properly chargeable to merchandise account. This is only possible by figuring a profit on the selling price.

6. Because it indicates correctly the amount of gross or net profit when the amount of sales is stated. If you are figuring your percentage of profits through selling price, a statement of gross sales for the day, or month, or year would be a pretty accurate indication of what you should expect in the way of profit. The percentage of profit on sales is indicative of result of a year's business; percentage of profit on cost is not.

7. Because allowances in percentage to customers for cash discounts and otherwise are always from the selling price. Therefore, you can figure more accurately in taking your cash discounts into consideration if all your percentages are based in the same way.

8. Because no profit is made until the sale is actually effected.

9. Because by harmonizing your entire plan of figuring your percentages relative to profits in business, etc., with the entire plan on which your merchandising is harmoniously developing, you will not consider your selling price, percentage of profit and expense, etc., entirely different from anything else.—From *The Right Way to Figure Profits*, by Thomas A. Fernly.

How He Built Up His Trade

J. B. Douglas, shoe retailer of Calgary, Alta., a picture of whose handsome and commodious store appeared recently in the *SHOE AND LEATHER JOURNAL*, has met with a large measure of success since he first opened out in the footwear trade in Calgary, seven years ago, and more particularly since occupying his new store in the McLean Block, as his business has increased over 100 per cent. Mr. Douglas has adopted a progressive business policy to which he attributes a large measure of his success. He believes that goods sent out on approval are a detriment to the retail shoe business. The firm have always maintained a studied courtesy toward any customers who seek goods on approval, and wish to establish a line of credit. They take pleasure in saying that they believe they have gained a larger measure of confidence with their patrons under the system of selling for cash and declining all requests for approbation than they would have, had they yielded to the credit or approbation pleas. The firm sell for cash only, and believe in so doing, that they have won more friends than they would have captured by granting approval concessions, which, in too many centres of population, has become nothing more or less than a chronic nuisance. Careful discrimination is used in buying. The firm pay the highest prices for goods that will sell quickly at a close margin of profit. Their chief motto, and one which has immensely helped to build up their large and lucrative business, is to as cheerfully refund money as they receive it, should the customer so desire.

Mr. Douglas, who has gained the reputation of the "Shoe King" of the North-West, employs ten carefully

selected, highly experienced salesmen. One of his instructions to the members of his staff is that, under no consideration, shall patrons be fitted with short shoes. The depth of the inviting new store is 140 feet, and there is accommodation to seat seventy-five customers. She stock is one of the most comprehensive and best selected in the West, and this enables the staff to exercise extreme care in the matter of correctly and scientifically fitting everyone who enters the establishment. Mr. Douglas considers that shoe-shine stands are an essential part of any well-equipped and modern retail store. He finds them not only a convenience to the public, but a strong factor in gaining and retaining trade.

Smart Styles in Spring Shoes

(Continued from page 24)

many straight, custom effect shoes, and particularly on straight lace oxfords.

There is a tendency for the bal. to replace the blucher. How far it will go no one can tell. It is not expected that there will be any demand for button oxfords for men. Canadians have never gone very strong on low cut buttons. The straight lace will, however, be very popular, with close-fitting tops and broad heel seats. There will be some fancy stitching on a number of these oxfords, but perforations, for the most part, will be of a rather quiet type. On some of the offerings for 1913, soles are a little heavier than



TAN LACE BAL. SHORT RECEDING TOE, CUBAN HEEL.
BY THE PERTH SHOE COMPANY

in previous years. Tans will be very strong, and next in line will come gunmetal. There is a decided tendency in some centres to push patents. It is predicted that they will be in bigger demand than for some seasons past. There will not be many two or three-eyelet ties for men, who will pin their faith to sane, conservative shapes, with low heels, wide shanks, broad tread, and either the short, receding or sloping toe in the high-priced productions. The button boot for men will be shown quite generously in all leathers.

More Detailed Information

In the next few issues of the *SHOE AND LEATHER JOURNAL*, more information of a detailed nature will be presented. The retailer will find the style reviews and forecasts bright, readable, helpful, and instructive. Watch for the news and views of spring and summer footwear in the fashion world during 1913.

Echoes of the Shoe Trade From Various Centres

Many Salesmen on Their Holidays—Shortage in White Goods—Jobbers Pay Visit to Quebec—Various Other Items Picked Up From a Variety of Sources—News in Short Shape

The assets of Louis Paquette, shoe retailer, of Montreal, have been sold.

Richard Perron, shoe dealer, of Megantic, Que., has made a judicial assignment.

E. O. Weston, of F. J. Weston & Sons, Toronto, has returned from a business trip to Montreal and Quebec.

Alex. Boisjoli, shoe dealer, of Quebec, assigned a few days ago.

I. Zumar, shoe dealer, has removed his business from Ottawa to Hull.

Smith & White have started business as shoemakers in Saskatoon.

Ed. Beaudoin, shoe retailer, of Montreal, recently made an assignment to V. Lamarre.

Draycot & Quirt, shoemakers, of Vancouver, B.C., have dissolved partnership.

The assets of E. Beaudoin, shoe retailer, Montreal, were sold this week.

S. S. Needles, of Sturgeon Falls, was in Toronto this week, calling upon the trade.

A. R. Kaufman, general manager of the Kaufman Rubber Co., Berlin, was in Toronto last week on business.

Mr. Meyers, of the Meyers Shoe Co., Montreal, manufacturers of children's lines, was in Toronto last week on business.

James Twitchell & Son, dealers in boots and shoes and shingles, Clinton, Ont., are advertising their shoe business for sale.

Nearly all shoe travelers are now taking their annual holiday and will enjoy a few weeks' respite from labor at various resorts.

J. A. McLaren, of McLaren & Dallas, Toronto, has returned from a business trip to Montreal, Quebec, Boston and other shoe centres.

The Brockton Shoe Co., Limited, 119 Yonge Street, Toronto, has been purchased by A. Corbeil, shoe manufacturer, Montreal.

D. D. Hawthorne, of D. D. Hawthorne and Co., Toronto, left this week for Montreal and Quebec, where he will spend a few days on business.

C. H. Reilly, shoe retailer, of Welland, was recently elected a member of the town council to succeed J. H. Bowman. Mr. Reilly's majority was 236.

Fred W. Jacobi, who is a member of the Alexandra Lawn Bowling Club, Toronto, took part in the recent bowling tournament at Niagara-on-the-Lake.

O. J. Killam and bride of Truro, N.S., were in Toronto last week. Mr. Killam was on his way to Western Canada on a business trip.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was in Montreal and Quebec last week, examining spring and summer samples for the coming year.

The large departmental store of the J. F. Cairns Co., Saskatoon, was destroyed by fire recently. The loss was half a million dollars.

J. Heffering, of Toronto, representing the Tetrault Shoe Manufacturing Co., has returned, after spending a few days in Montreal.

Frank Downs, who has been Eastern Ontario representative for McLaren & Dallas, Toronto, for several years, has resigned and will go on the road for a Montreal house.

Alfred Lewis, manager for P. Jacobi, Toronto, had the misfortune to run a nail in the side of his foot recently. He was laid up for several days as a result.

J. S. Lovell, who has represented Ames-Holden-McCreedy, Toronto, for some time, will handle several lines

for himself in the Province of Ontario during the coming season, and has established a connection with several houses.

Gideon Knechtel, of the Williams Shoe Co., Brampton, Ont., leaves next week for Athabasca Landing and points in Northern Alberta and Saskatchewan, in the interests of his firm.

Thomas Howatt has opened a shoe repairing shop in Charlottetown, P.E.I. He was for several years employed with Goff Bros. R. Wakeling is associated with Mr. Howatt in his new venture.

"Tiny" Farewell, of Winnipeg, who represents the Hartt Boot and Shoe Co. in the West, has purchased an automobile, and is enjoying many a spin in and around the prairie capital.

W. G. Downing, of W. G. Downing & Co., Brandon, Man., Western selling agents for the Williams Shoe Co., of Brampton, Ont., spent the past few days in Toronto, Boston, and other Eastern points.

Edwin Bates, manager of the Danforth Avenue branch of the Regal shoe store, Toronto, has bought the stock, and will conduct the business under the name of the Bates Shoe Store.

G. Dupont, of Dupont & Frere, Maisonneuve, Quebec, was in Toronto recently, with a fine and comprehensive line of samples for spring and summer, in men's, boys', women's and misses', which were much admired by the trade.

Many friends in Toronto and other cities will regret to learn of the death of Edwin M. Scott, traveler for the Frank Miller Co., of New York. He was widely known in Canada, and visited several Canadian cities a few days before his death.

John J. Prince of New York, representing the F. Z. Walk Manufacturing Co., manufacturers of the E. Z. Walk self-adjusting spring arch support, was in Toronto, Montreal and other cities during the past few days, calling upon the trade.

W. E. Smith, late of the Regal shoe store staff, Toronto, has gone to Chicago, where he will reside. George Chambers, head salesman, who has been spending a few weeks' holiday in Port Arthur and the Montreal River district, has returned to Toronto, and resumed his duties.

C. A. Davies, of the firm of Blachford, Davies and Co., Toronto, left on Monday last on a six weeks' tour of the West. He was accompanied by his wife, and will be absent about six weeks. Mr. Davies will combine business with pleasure, going as far as Vancouver.

Among the shoemen recently in Montreal and Quebec were: A. W. Ault, Ottawa; R. B. Griffith, Hamilton; Mr. Hayes, of J. M. Humphrey & Co., St. John; C. S. Sutherland, Amherst; E. L. Rising, St. John; Richard Weston, Campbellford; C. Hurlbut, Preston; C. Sterling, London; Mr. Morley, Toronto, and many others.

Alf. Hand, of McLaren & Dallas, Toronto, has returned from spending a few days' holiday fishing in Puslinch Lake, near Guelph. He says that he captured a trout that weighed seven pounds and a half, and is willing to file an affidavit to that effect if anybody doubts his veracity or the avoirdupois of the fish.

Among the callers on the Toronto trade during the past few days were Mr. S. N. Sterling of Sterling Bros., London; Messrs. Burns and Wanless of Coates, Burns and Wanless, London; Messrs. Andersen and Holmes of John Lennox & Co., Hamilton; Mr. R. B. Griffith of Hamilton and others.

J. A. Smith, who has been covering Western Canada for D. D. Hawthorne & Co., Toronto, for the past eight years, leaves next week for Vancouver, where he will in future reside. He will continue to represent his present firm

in the provinces west of the great lakes, and, while regretting his departure from Toronto, many friends will join in well wishes for his continued success in his new home.

The handsome "June bride window" of Knechtel & Co., shoe retailers, of Stratford, an illustration of which appeared in the last edition of the *SHOE AND LEATHER JOURNAL*, was arranged by E. Wegenast, window dresser of the firm, who is one of the most proficient and artistic decorators in the business.

There has been an unprecedented demand for white canvas shoes, and some houses have been unable to secure enough white canvas pumps and oxfords to meet sorting inquiries. There has also been a shortage in blue canvas tennis bals. and certain other lines. The demand for white goods in Ontario occasioned by the warm weather has been very lively.

The Electric Shoe Repairing Company, Limited (late Smith & White), have recently installed in Saskatoon, Sask., the largest shoe machine west of Winnipeg. It is twenty-two feet over all in length and contains every needed appliance for the trade. The outfit is motor driven. The newly formed company now control three stores.

Abraham Neider, a youth of seventeen years, was arrested in Montreal at an early hour the other morning for offering shoes on Craig Street at fifty cents per pair. He had ten pairs in his possession. The shoe store of David Mendelsohn had been entered and goods taken valued at \$25. He was arraigned in the Juvenile Court and was allowed his liberty on promising to reform. The youth was doing a rushing business disposing of the footwear until a constable hove in sight and took him into custody.

W. A. Kinney, who travels for the Robert Taylor Co., Halifax, was seriously injured in the wreck on the Intercolonial Railway, when the Maritime Express jumped the track, a few days ago, at Grand Lake station. Three persons were killed and several hurt. Mr. Kinney was just opening his sample case in the baggage car when the disaster came. He was formerly on the road for the Victoria Shoe Co., and also represented P. E. Frank & Co., Toronto, for some time. Mr. Kinney, who is making good progress toward recovery, is a brother-in-law of H. E. Graham, Toronto, Western Ontario representative of the Hartt Boot and Shoe Co.

Anthony J. Walsh, who formerly conducted a shoe business in Lindsay, but of late years has been employed with A. J. Chapple, of Toronto, as a shoemaker, died recently, death being partly attributed to the excessive heat. Mr. Walsh was in his usual good health on retiring the night

previous, but on the next morning complained of having an oppressive feeling, and passed away a few hours later. He is survived by his wife, three sons, and one daughter.

Great preparations are being made for the annual outing of the Boot and Shoe Workers' Union, No. 233, Toronto, which will be held to Victoria Park, Niagara Falls, on Saturday, July 27. All the factories will close down on that day. A good program of sports will be run off, and there will be various games, for which valuable prizes have been donated. An energetic committee has the arrangements in hand, and the success of the proceedings is assured, if favored by fine weather.

The Fraser River Tanning Company is now operating to its full capacity, and is marketing its products direct to its own store in Montreal. Its chief market is at present in the Province of Quebec, where the leather is principally used in the manufacture of lumbermen's and loggers' boots. The cow hides used by the tannery are obtained mainly in British Columbia and other parts of the Pacific coast. The Fraser River Tanning Co. employ only white labor, the employes residing mostly in New Westminster. C. B. Kirkland is the manager and secretary of the company. M. J. Scanlon is the president, and R. M. Sterns vice-president.

W. G. Begg, a widely known business man of Collingwood, Ont., passed away a few days ago. He was in the fiftieth year of his age. Speaking of his departure, the Collingwood Bulletin says in part: "In business, though starting from a very small beginning, he built up a trade that attracted buyers from an extensive territory and spread his name over a wide section of the province. Mr. Begg is survived by his wife, May, daughter of Mr. M. McEachern, Stayner; his aged father, Mr. M. S. Begg of Toronto; also four brothers, Charles, C. of town, John M. of Sault Ste. Marie, Arthur of Parry Sound, and Thomas of North Bay.

Mr. Justice Kelly issued an interim injunction recently restraining Gideon Miller, E. W. Goulding, G. M. Hendry, and J. S. O'Higgins, directors of the Brockton Shoe Company of Toronto, from transferring Miller's interest in that company to E. Corbeil of Montreal. The injunction followed a writ issued by M. S. Burrows, formerly of Duluth, Minn., who claimed that Miller had promised to sell him for \$4,212, sixty per cent. of his fifty-two shares in the company, which is made up of a total of fifty-six shares. Mr. Burrows says that he entered into possession as manager and remained in that position till July 1st, when he was forcibly ejected. He adds that the stock which was to have been turned over to him has been disposed of, he learns, to A. Corbeil and E. Corbeil of Montreal.

What Is Doing Among Makers of Canadian Shoes

Construction on New Factories in Montreal Being Rushed to Completion—Some Changes in London—Will Toronto Have Large New Tannery—Cutters Strike in Quebec Settled—Other Notes of Interest

John Rogers, making room foreman of James Linton Co., Montreal, suffered the loss of his father a few days ago.

F. W. Knowlton, Canadian manager of the United Shoe Machinery Co., Montreal, spent a few days in Toronto last week on business.

Walter Smardon, of the Smardon Shoe Co., Montreal, has returned from a business trip to New York and Boston, and inspected several new lasts and styles.

A dividend of one and three-quarters per cent. on the preferred shares of the Canadian Consolidated Felt Co., Montreal, has been declared.

The Nursery Shoe Co. of St. Thomas, intend erecting another addition to their factory, which was enlarged less than a year ago, in order to meet the growing demand for their goods.

Wood received from Brisbane, Australia, says a British-American combination has purchased a site on the Brisbane River for the erection of packing houses which are to cost \$1,750,000. They are to have a capacity for 600 cattle and

5,000 sheep daily, and it is hoped that a considerable chilled meat trade will be developed with America on the completion of the Panama Canal.

The work on the large new extension to the Hamburg Felt Boot Company's factory is now in full swing at New Hamburg. M. Woelfle of Tavistock has a large gang of masons at work erecting the same.

The Canadian Consolidated Rubber Co., Montreal, has declared the usual quarterly dividend of one and three-quarters per cent. on the preference shares of the company and one per cent. on the common shares.

The late P. D. Crerar, K.C., of Hamilton, who passed away in Hamilton recently, was a director of the John McPherson Co. of Hamilton, and president of the Oak Tanning Co., as well as several other large manufacturing enterprises.

After being for 20 years an employe of the Barrie Tanning Co. of Barrie, W. J. McFadden has severed his connection and come to Toronto. As a token of appreciation,

the company presented Mr. McFadden with a watch chain and locket.

All the factories are now busy with full runs, and shipments of these goods have already begun. The majority of footwear makers are completing their spring and summer samples, which will shortly be ready for the inspection of the trade. Business generally is good with the factories.

F. A. Lovell, late superintendent for Thompson Bros., makers of men's fine welts, Campello (Brockton), Mass., has been appointed superintendent of the Cook-Fitzgerald Co.'s factory in London. Mr. Lovell, who comes highly recommended, has entered upon his duties. He is a thoroughly competent organizer and an expert buyer, and knows the shoe making game from start to finish.

Albert H. Stuckey, formerly with Walker, Parker & Co., who bought out the business of the Durrell Pattern Co. at 12 Lombard St., Toronto, will continue the line of pattern-making on a large scale. The name of the new firm is A. H. Stuckey & Co. They are making several new patterns for spring styles.

At the annual meeting of the Toronto branch of the Canadian Manufacturers' Association, held last week, A. R. Clarke of A. R. Clarke & Co., tanners, was elected chairman for the coming year. His many friends are warmly congratulating him on the recognition extended him by the members of the Association, of which Mr. Clarke has long been an enthusiastic worker.

A new shoe factory is in prospect for London, says the London Advertiser. Mr. E. E. Donovan, late superintendent of the Cook-Fitzgerald Company, Limited, has severed his connection with that firm, and will open up business on his own account. The new concern is to be capitalized at \$50,000, and is expected to employ 200 hands. Only men's fine shoes will be manufactured. Mr. Donovan's company will take over a building which has been found suitable for the purpose, and will start manufacturing at once.

At a meeting of the board of directors of Great Northern Tannery, Limited, North Edmonton, held recently, it was decided upon to double the capacity of the tannery at once, owing to the great demand their products of very high merit—chrome harness and oxchrome waterproof sole leathers—have created since the beginning. This will necessitate the construction of a large wing to the present building to permit the installation of new machinery and vats. There are fifteen men on the payroll at the present time. The tannery is a purely Edmonton enterprise, the stock being held entirely by local capitalists.

The ratepayers of St. Thomas may shortly vote upon the proposition of the St. Thomas Shoe Company, which calls for a loan of \$12,500 for a term of fifteen years. No interest is to be paid for five years, and the loan is repayable after six years in equal instalments. Interest after five years is to be at the rate of five per cent. The company agrees to employ 35 hands, and put up a \$10,000 building. Connected with the company are E. W. Cumming, clothing merchant, and W. E. Wilson, at present with the Nursery Shoe Company. The proposition of another shoe company was left in abeyance.

While excavating for a new theatre which is to be built on King Square in St. John, N.B., workmen brought to light the remains of a big tannery, the existence of which was unknown to members of the present generation and which was only a faint memory with the oldest inhabitants. A search of old records shows that the tannery was built by Barzillia Ansley, a member of one of the U. E. L. families, was for over a quarter of a century the principal industry of this city and was burned down in the fire which nearly wiped out St. John in 1830. The timbers of the old tannery, which are being uncovered, are as sound as they were when put in, over 100 years ago.

The ratepayers of Berlin gave the new city the greatest boost it has ever received last week by endorsing the by-law to grant a bonus of \$25,000 and fixed assessment of \$25,000 for six years, excepting school taxes and local improvements, for the establishment of a huge rubber tire industry, by a

vote of 1,397 to 301, a majority of 1,096. According to the statutes, the by-law required two-thirds of the total vote polled, which was 1,132, giving the by-law a clear majority over the required vote. Under the conditions of the by-law the Canadian Consolidated Rubber Company will purchase 15 acres of land, options on which have already been procured, and erect thereon two large factories, 220 x 250 feet, four storeys, and of the very latest type, and will employ 150 skilled workmen by the end of the first year, 250 by the end of the second year, and 500 at end of the fifth year. Building operations will be commenced at once, and the total outlay in plant and buildings by the Canadian Consolidated Rubber Co. will reach a million dollars.

Will Build Large Tannery

With leather prices the highest for 50 years, it is said by leather men that the large packing houses of Canada will centralize and erect tanneries at West Toronto, where the Swift and Harris Abattoir Packing Companies are reported to have decided to build the largest tannery in Canada for the express purpose of taking care of treating and tanning, jointly, their own production and also where another large packing house contemplates building a \$50,000 plant.

Interviews with leading leather buyers in Montreal elicited the information that if these intentions were carried out the competition would become keener in the leather market.

Heretofore the large Toronto packers have always shipped their cattle hides to Chicago, where, after being tanned, have been disposed of in the American markets.

Activity in Erecting Factories

Aird & Son, shoe manufacturers, Montreal, have let the contract for a new manufacturing plant to be located just round the corner from their present plant on Ontario St., four storeys in height, with basement; dimensions, 50x136 feet. Work will be begun at once and occupation is promised for November 1st. This is just another incident showing the growth of the shoe manufacturing trade in Montreal, which is truly becoming the Canadian Mecca for shoe manufacturers. Work is also progressing favorably upon Kirvan-Doig's new Maisonneuve factory, and the building is being rushed up as fast as skilled labor can put it together. This building will be ready for occupation early in September. The A. P. Cimon Mfg. Co. are also going ahead with their new building in the north end of the city, and it is expected that it will be completed in plenty of time for the spring run. Descriptions of these last two buildings have already been given in the SHOE AND LEATHER JOURNAL. There is every indication that the growth of shoe manufacturing in Montreal will be greater in the future than it has been in the past, as very many of the manufacturers at present are taxed beyond their present capacity and something must be done to relieve the congestion. A few more manufacturers are also talking of new plants or decided additions to the ones now in use. This is a very good sign, not only of local conditions, but showing the great strides forward that Canada's sixth industry is making in these times of prosperity.

Cutters Resume Work in Quebec

During the past few days the cutters in the shoe factories of the Wm. A. Marsh Co., Tourigny & Marois, Ludger Dechaine, and J. M. Sloba, of Quebec, were on strike, and only returned to work last week. It appears the cutters demanded a change in the way of measuring the high boot from the back as heretofore, to the extreme ends of the front, and claimed ten cents per inch over seven inches in the price now paid. The manufacturers pointed out to the men the injustice of their demand, and offered that they would allow a measurement of the middle of the boot, if they were not satisfied with present conditions of measuring the back. The cutters would not agree, when the manufacturers consented to call in three expert disinterested parties to arbitrate the question, and offered that the cutters should continue on with their work, and if the arbitrators decided in their favor, they would pay the ten cents demanded from

the time that the demand was registered. The cutters would not consent, but wanted the manufacturers to pay the extra ten cents at once on all work turned out, and should the arbitrators go against them, they would refund the money. This proposition was naturally refused by the manufacturers and the result was that nearly 200 men walked out of the four factories. The press of Quebec says that the cutters acted hastily if not arbitrarily and that public sympathy was not with them. The reason that the strike was confined to the four factories already mentioned was they are the only concerns that manufacture the high or seven-inch boot, which accounts for the other factories not being embroiled in the difficulty. There are some twenty boot and shoe factories doing business in Quebec, which employ some 5,000 operators in the various branches of the manufacture of a shoe. It is said the cutters were given an increase of ten cents per case.

The Man Behind the Product



W. V. Matthews, who was recently appointed superintendent of the Ames-Holden-McCready factories, in Montreal, is a Massachusetts boy by birth. The shoe instinct in him is inherited. Previous to taking his present position, he was for five years with the firm of J. & T. Bell, of Montreal, and the high-class products of this old-established factory speak well for his genius and ability. He was presented by the employes of the company with a gold watch and chain as a mark of esteem. He knows the manufacturing end thoroughly, from the cutting room to the shipping department. Mr. Matthews was formerly a resident of Toronto, where, some years ago, he was engaged for a while as superintendent of the Victoria Shoe Co., and it was while there that his work and worth gained recognition. He received a number of flattering offers, and went to J. & T. Bell, of Montreal. He is one of the handsomest and best dressed men in the trade, and a lover of art—in fact, painting is a pastime with him, and when not engaged in designing shoe styles, he spends his leisure hours designing pictures. That he will fill his new post with credit to

himself and honor to the firm is an accepted conclusion. He receives a salary of ten thousand dollars annually.

Awful Atrocities on Rubber Plantation

No scandal for many years has attracted so much attention in philanthropic and diplomatic circles in Great Britain as the Putumayo atrocities. They have been at last fully revealed to the public by the report of Sir Roger Casement, H. M. Consul-General at Rio de Janeiro since 1909, who was sent by the British Government to the Amazon district of South America to investigate certain terrible stories which had leaked out as to the way in which an English rubber company employing British subjects, negroes from Barbados, had been carrying out the work of collecting rubber.

In his evidence, one witness said that he had seen so many killed that he could not remember all of them. He had seen men, women, and children killed because they would not work rubber. Some were shot, some were beheaded with a machete. He had seen women and children beheaded and little babies taken from their mothers and thrown away alive, to die thus; at other times they would smash their heads against trees or throw them into the river. One man killed the Indians for sport. He had just returned home, and after drinking saw some Indian prisoners and enquired where they came from. He was told that they had not been long caught. He called the boys and set the Indians out one by one to be killed. They were all shot. A man with one foot who could not walk, was one of them. They had been starved, too, before this. After shooting them they had many burned

It was no uncommon practice to pour kerosene oil on men and women and then set fire to them, to burn them at the stake, to dash out the brains of children, to hack off both arms and both legs of Indians, leaving them to a slow death on the pathways. It was a favorite practice to cut off the ears of living persons; in one case a man's ears were cut off, and his wife was burned before his eyes. So fiendish was the temper of the jailers that once when four Indians were hung up with their arms twisted behind their backs, a boy went around and bit pieces out of all of them and then amused himself by swinging them backward and forward.



A very good illustration of the factory buildings of the Dominion Rubber Co., Limited, of St. Jerome, Quebec, is herewith presented. The management of the Consolidated Rubber Company foresaw a large field for a distinctive brand of "tennis" and "sporting" shoes, and this prompted them to concentrate their production. The factory buildings then owned by the Commercial Rubber Company were purchased. The Dominion Rubber Company, Limited, was organized and commenced operations less than two years ago. "Fleetfoot" is the special brand under which these goods are known. Owing to the large production and the one brand and class

of rubber goods being made, it enables the company to produce better goods at prices that are within reach of anyone. "Fleetfoot" goods are advertised freely. Their sale is controlled by the Canadian Consolidated Rubber Co., Limited, who report an increase of over 50 per cent. over last year's business, largely due to the many improvements in the goods, the popular prices at which they are sold, and the fact that all lines are packed in cartons. The company accept large orders daily from jobbers throughout Canada, and also the retail trade. The sales of "Fleetfoot" are very rapidly increasing and will be doubled next year.

News Jottings From Quebec

Trade among the retailers is very good at present, and there are many tourists in Quebec.

Fire broke out and swept the whole commercial section of the town of Chicoutimi. The estimated loss is about one million dollars, and 1,200 people are suffering.

Business for the last two weeks has been very active and all manufacturers are busy finishing their spring samples. They have more orders on hand for fall delivery this year than they have had for the past three years.

The stock of the Campbell Shoe Co. was sold by Messrs. Larue and Trudel. The credit books were sold to Moise Lacherc at 1 $\frac{3}{4}$ cents on the dollar. Five thousand shares of the Kingston Gold and Copper Mining Co. were bought by Mr. Jas. Muir for \$305.

On account of the St. Jean Baptiste celebration the factories have not been working such long hours. The unveiling of the monument of Hon. H. Mercier, former Prime Minister of the Province of Quebec, was an occasion of interest and commemorated his establishment of free night schools in the branches of art and labor.

The following were in town recently: A. G. Mooney of Mitchells, Alsworts, Stanfield Co., Montreal; L. S. Odell of Fisk, Limited, Montreal; A. Robinson of Watson, Jack Co., Montreal; A. M. Gooch of Worcester Counter Co., Worcester, Mass.; P. R. Robert of Rohm and Hass, Philadelphia; Paul Roy, Montreal; E. A. Jones, Brockton, Mass.; C. Perura of New England Blacking Co., Boston, and C. L. Farnsworth, representing F. F. Dalley & Co., Limited, Hamilton.

A Quebec paper—the Telegraph—has the following to say of the shoe trade in that city:—

“Apparently Quebec is not already handicapped enough without having more trouble reported in its local boot and shoe industry. What is there about this industry more than any other which should tend to such constant disturbance and to giving it such undesirable prominence all the time. In Montreal, Toronto and elsewhere, there may be occasional disputes between masters and men, but the trouble is soon tided over and peace and settled conditions are maintained for prolonged periods. But here there is clearly an element bent on keeping the industry in hot water all the time, and who apparently cannot or will not see that they are ruining its prospects and slowly but surely driving it out of the city. While we sympathize with the efforts of labor to obtain a just share of the value of its products, still there is a point to which its demands may be pushed in the way of excessiveness and tyranny when patience ceases to be a virtue, and we are inclined to think that in the boot and shoe industry this point has been reached.”

Very Active in Trade Work



It would be hard to find a man who is more highly thought of or better known among the different associations of retail merchants throughout the Dominion, and especially in the Province of Quebec than is the subject of this sketch. He has been a very prominent and enthusiastic worker for the betterment of retail conditions in various trades ever since such a movement took concrete form. J. A. Beaudry was one of the prime movers in the amalgamation of the existing four retail associations in Montreal, viz., the grocers, butchers, dry goods and shoe merchants.

To these have since been added five other local organizations. Not content with the local field, however, Mr. Beaudry has been just as hard a worker in the provincial and Dominion arena. He has held many of the offices in the gift of the Provincial Association, and for years past and at present, is provincial secretary for the Province of Quebec for all the various sections. He naturally has had his full share of the traveling, correspondence and hard work that usually goes with secretarial positions. Also the publisher of three French trade papers, covering the Province of Quebec, Le

Prix Courant, Tissus Nouveautes and Liquers et Tabacs, he is never too busy to give time to the interests of retail association work when his assistance is requested or needed.

Mr. Jamieson Takes a Higher Step

Mr. R. E. Jamieson, who until recently was district manager of the Ontario division of the Canadian Consolidated Rubber Company, Limited, has been promoted to the position of general sales manager of the organization, with headquarters at the company's main offices in Montreal.

Mr. Jamieson has gained a very wide experience in both divisions of the rubber business, viz., rubber boots and shoes, and general mechanical goods. Besides the rubber industry, he also has a thorough knowledge of leather boots and shoes, his entire business experience covering a period of approximately twenty-five years. During 1891-1895, a period of five years, Mr. Jamieson was employed by Ames-Holden & Co., Toronto branch, as their special city representative. In 1895, in company with J. G. Fraser, he established a retail shoe line at the corner of Queen and Bathurst



Sts., Toronto. This partnership business was successfully carried on under the name of Fraser & Jamieson, for almost seven years, when Mr. Jamieson withdrew. In March, 1901, he became identified with the Canadian Rubber Company of Montreal, Limited, as their shoe representative for the entire Province of Ontario, with headquarters at Toronto. He continued in that capacity for three years, during which time he was very successful, and more than tripled the rubber shoe business for his company. Not content to be successful in the one end of the business, he gradually worked his way into the mechanical division, and from 1904 to August, 1905, acted as special representative for Western Ontario, selling with much success the company's wide range of mechanical rubber goods. His company did not fail to appreciate the general improvement that he made in the volume of its business, and on August 1st, 1905, appointed him manager of their Vancouver branch. Although their business in British Columbia was limited they could see a big future ahead, and felt that "Dick was the man for the job." He remained in that capacity until May, 1911, when he took over the management of the Western Ontario branches of the Canadian Consolidated Rubber Company, Limited, with headquarters at Toronto. The branches which came under his jurisdiction are located in London, Brantford, Hamilton, Toronto and Belleville. During his stay in Vancouver, he was the means of increasing the company's business more than ten fold, and his one year's stay in Toronto evidenced some valued improvements also.

Mr. Jamieson possesses a pleasing disposition, is broad-gauged in all business matters, and is highly thought of both by the entire staff of the Consolidated Company and the outside public. His past record is "clean cut" in every sense, and shows results that must be gratifying to himself as they are to his company.

What the Travelers Want

The Supreme Council of the United Commercial Travelers of America, in annual session at Columbus, Ohio, considered a resolution calling upon the Interstate Commerce Commission to require railroads to issue 5,000 milage books, good on all railroads and trains; to issue excess baggage books good for checking baggage on all railroads; and to fix a flat excess baggage rate for all sections of the country at 12½ per cent. of the first-class fare. An effort is being made by the Grand Council of British Columbia, Oregon, Washington and California to have the Supreme Council hold its 1915 meeting at San Francisco at the time of the opening of the Panama-Pacific Exposition.

Will Women Become Toeless?

Chiropodists have quashed the old indictment against Chicago women that their feet are big, but a new charge has been lodged against them. It is said ninety-eight per cent. of them have bunions, corns, ingrown nails or callous patches due to wearing shoes that are too small. "The feet of Chicago are in worse condition than any other feet in the world," said Dr. I. J. Reis, vice-president of the Illinois Association of Chiropodists. "The shoes are largely responsible. The pump is the worst. The woman is balanced on her toes' ends and her toes are all crumpled up like little dogs in a basket." Dr. Ernest Graff of New York, expressed alarm about the wearing of tight shoes, suggesting that if women did not change their footgear the sex might some day be toeless.

He Will Do It Thoroughly

Everybody knows him. Who? W. S. Pettes, of course. He traveled the country over for several years in the interests of various shoe polish firms up till 1906. In 1906 he became manager of the Plyde Shoe Co., Montreal, which position he occupied till he recently became identified with Harry Thompson as sales manager of the new Thompson Shoe Co., the new Montreal jobbing firm. He will cover Ontario for his firm, and it is a safe bet he will do it thoroughly. That's his style.



Fine Line of Women's Welts

H. H. Lightford, managing director of the Perth Shoe Company, Perth, Ont., was in Toronto last week exhibiting a very fine range of samples in women's welts, which took splendidly with the trade and resulted in large orders. The Perth Shoe Co. have gone out of making children's goods, and are now devoting their attention exclusively to a line of women's welts, that sell at popular prices. The showings were in tan, gunmetal and patent. Two new lasts were presented, one a medium high toe and the other a short, receding toe, wherein the full effect is preserved right to the tip. The shank is long and there is no leather looseness around the arch. This toe bids to become decidedly popular, judging from the number of orders which Mr. Lightford received. There were some smart specimens in two and three-hole ties shown, as well as a large number of Pals in tan, gunmetal and patent with matt calf top. The representation in buttons was also a liberal one. Dull flat buttons to match the matt tops were seen on many of the samples, which for artistic finish and neat, careful lines, were admired. The Perth Shoe Co. are now fully organized and are doing a lively business under the management of Mr. Lightford.

Importance of Good Fitting Shoes

The average retailer cannot hope to succeed unless he sells shoes that not only wear well; they must also fit well. From a health and comfort standpoint, as well as from a merchandizing point of view the fit of a boot is decidedly important. Now, if the shoes that a store carries in stock are good fitting ones, then the clerks can readily slip them on to feet of customers, and can satisfy the patrons with the first trying on. Thereby they fit and sell the shoe in the least possible time. But if the shoes are poor fitters, and if

the clerk has to try two or three pairs of shoes on to each customer, then the salesman has to give two or three times the minimum amount of time allowed to each buyer. This means that each clerk will sell fewer pairs in a day, and, consequently, more clerks will be necessary to handle the stock and to wait on the people. The building up of a busy store, it is plain, is leading to a development of a sales system that corresponds to the present factory system. The purpose is to save the time and labor of clerks. One way to save this time and labor is to provide shoes that are good fitters to the clerks. If the shoes don't fit, then the sales force lose time, just as a laster loses time in lasting shoes if the patterns do not fit the last.

If shoes fit well, then the retailer is likely to clean out his stock, and reduce his bargain sales to a minimum. If shoes fit well, the merchant is likely to re-order shoes on the same last. His customers will call for such shoes again, because they are correct fitters. The manufacturer, in his turn, is pleased to receive re-orders for shoes made on a well fitting last, for he is saved the expense of getting new lasts, and the cost of consequent changes in his factory.

The Value of Time

Mr. Shoe Dealer, time is money. The time that is of value in a retail business is the time you spend in making sales, buying, receiving goods, unpacking them, bookkeeping, delivery, cleaning up—all necessary and important work—yet

WANTED—Foreman sole leather room, long American experience, steady, reliable, locate anywhere, best references, train green help. Canadian factory preferred. Address Box 32, SHOE AND LEATHER JOURNAL.

WANTED—Reliable and energetic warehouseman and shipper for our sole leather warehouse, in Berlin. State experience and also give references. Steady, desirable position for right man. The Breithaupt Leather Co., Limited, Berlin, Ont.

BOOT AND SHOE TRAVELER, at present traveling for one of the largest shoe manufacturers in Canada, desires similar position. Perfect knowledge of both languages and highest credentials. Would travel East or West, might be an inducement to manufacturers requiring traveler for Province of Quebec. Address Box 30, SHOE AND LEATHER JOURNAL, Toronto, Ont.

TANNERY AND HIDE BUSINESS FOR SALE—Tannery suitable for chrome sides, calf or sheep leather; good spring water; boiler, engine, drums, jacks, measuring machine, tables, splitting machine, oils, dyes and other tanning materials; also prosperous business in hides, calf and sheep skins, tallow, wool, etc. For particulars address Joseph Beer, Galt, Ont., Canada.

HIGH GRADE LINE OF MEN'S AND WOMEN'S SHOES WANTED

We manufacture nothing but boys' boots and shoes, and wish to round out our traveler's samples with a high grade line of men's and women's boots and shoes. Our travelers call on and sell to the best trade and have a good connection in Toronto and Ontario. Let us sell your line on commission. Box 33, Shoe and Leather Journal.

WANTED

Manufacturers line of shoes on commission for territory North and West of Toronto, thoroughly posted on shoes and can command the best trade on this ground. References. Box 31, Shoe and Leather Journal.

the time spent in this work, except the buying of goods, is not of great value, and can be done by more or less inexpensive help.

It is therefore absolutely necessary for the retailer, in order to be able to spend as much time as possible in selling goods, to install in his business time and labor saving machines, and the progressive merchant is naturally interested in the best time and labor saving machines.

The Man Behind the Force

A man with a genius for organization is E. M. Trowern, who is the originator of the Retail Merchants' Association of Canada. Thirty-four years ago he started in the jewelry business for himself, and was then the organizer of the Retail Jewelers' Association of Toronto. They were in the habit of holding a few meetings to discuss matters of mutual interest, but, when anything was desired in the shape of legislation, they found very little could be accomplished by one body or class of men. The late E. M. Morphy was the president. One day the members of the Jewelers' Association went before Parliament for the redress of some grievance and were treated with scant consideration. When Mr. Trowern got back he remarked to the president, "The next time we go after legislation it will be with a cannon and not with a shot gun." That year a meeting of the various business men of Toronto was called and the Retail Merchants' Association of Canada was formed. That was sixteen years ago. Gradually the membership spread out until it covered all the principal towns and cities in the Dominion, and later on provincial boards were formed. For the past twelve years Mr. Trowern has been devoting his entire time and attention to the affairs of the Association. He is secretary, not only for the Dominion Board, but for the Ontario Board, and is also secretary for the various sections, including that of boots and shoes. Recently a meeting of the shoemen was held, and it was decided to call a provincial convention at a later date. This assembly will likely take place during the Toronto Exhibition. The definite day will be announced in a few days. It is expected that there will be a large attendance as hundreds of shoemen come to Toronto during the two weeks of the Fair to make purchases. The Retail Merchants' Association of Canada, through various boards and branches, have accomplished a great deal in behalf of the mercantile interests of the Dominion, and have eliminated many abuses which would never have been wiped



out except through the union and concerted action of the different branches of trade.

Some Recent Inventions

Hughes & Young, patent agents, 55-56 Chancery Lane, London, Eng., send the following relative to new inventions:

4176. J. W. Bostock, Street, Somerset—With attachments for special purposes, to secure a bow, buckle or other trimming to a shoe, etc., a strip of metal which is flexible but not springy is sewn or riveted to the shoe at its centre portion only and its ends are inserted into pockets formed in a strip or piece of material secured to the back of the bow, etc. In one form staples are provided to limit the amount of movement of the strip.

4296. A Ward, 27 York Road, Northampton—Lasting. A bed-lasting machine is provided with wipers which can be detached by merely pulling in the right direction. The wipers are provided with slots to engage studs on the wiper carriers. Slight recesses in the sides of the wipers are engaged by spring bolts which are pressed back when the wipers are detached or inserted.

4297. A. Ward, 27 York Road, Northampton—Lasting. The heel-band of a bed-lasting machine is formed of a leather strip backed by a pair of chains which are of different lengths to suit the tape and curve of the last. The band is attached to links pivoted to a crutch, the shank of which is adapted to be adjusted in a socket. The adjustment is effected by a lever fitted with a nut and screw.

4404. G. Bernhardt, Neuenkirchen, Luneburg—A composition for renovating white footwear, etc., consists of talc, zinc, white chalk, vaseline, gluten, benzine or other spirits and water.

5354. T. Richardson, Victoria Road, Northampton.—Soles. An athletic boot is provided with a middle sole formed of three-ply wood. The nails, stitches or other means employed to secure the outer sole may either pass through the edge of the middle sole or may pass just outside the middle sole.

5398. H. W. Bell, 66 Margaret Street, Cavendish Square, London—Sole and heel protectors. A ring of India rubber is secured to the boot by a number of pronged plates embedded in the rubber. The plates are dished and provided with perforations.

5477. W. H. Hockett, 73 Merton Hall Road, Wimbledon, London—Overshoes. The spikes of an athletic overshoe of usual construction are provided with prongs which are passed through the sole of the overshoe and bent down between the layers. They may be perforated and further secured by rivets.

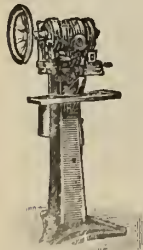
3 TIMES
AS STRONG AS THE
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OF THIS COLOR

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"Moenus" Non-Royalty Welt Fair Stitcher No. 919
is the best in the market. Write for particulars to
Moenus Machine Company, Frankfort-on-Main, Germany

W. H. Staynes & Smith, HIDE and LEATHER
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Hallmarks of fit,
style and quality
are the
Miner and Shefford
Brands of Rubber
footwear.

The Best by Test.

See that your stock
is in good shape and
thus protect
yourself and your
patrons.

Satisfaction all
round.



Miner Rubber Co.

Limited



HEAD OFFICE AND FACTORY
GRANBY, P.Q.

TORONTO BRANCH
93-99 SPADINA AVE.



A FEW
INSIDE FACTS
ABOUT
EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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  trademark 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

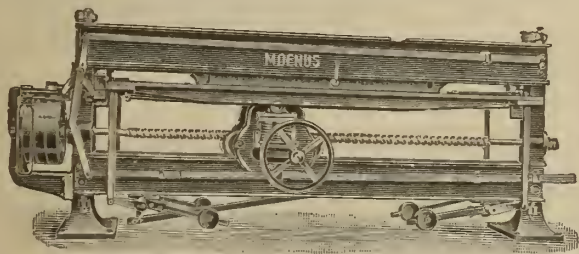
OFFICE AND FACTORY: Lagauchetiere and St. Monique Sts. - MONTREAL, QUE.

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“Altera” Embossing and Ironing Machine

Most beautiful deep Embossing
 Any grain or design can be done to
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 Complete Album of grains sent free
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Machinery for Tanners, Curriers, Belting, Boot and Shoe Manufacturers.

**BOOTS AND SHOES THAT
STAND ROUGH WEAR**

FOR
**CRUISERS, RIVER DRIVERS
PROSPECTORS, SURVEYORS,**
IN
STANDARD SCREW AND GOODYEAR WELTS

C. B. Dayfoot & Co.
GEORGETOWN - - ONTARIO

The Quaker Shoe Co.

Makers of
**Men's, Boys', Youths' and
Little Gents' Medium
and Staple Lines**

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Manufacturers
GLAZED KID
(Black and Colors)
CHROME LAMBS
(Glazed and Dull)

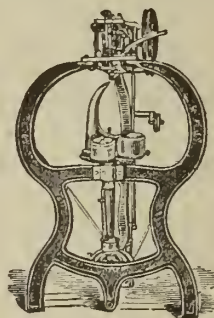
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ETC.**

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

Dominion Die Co.
321 Aird Ave., Montreal, Que.
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**McKay Sewing
Machine**

ESTABLISHED IN 1869
OLDEST SHOE MACHINERY FIRM
IN CANADA.

KIEFFER BROS.

Dealers and manufacturers in
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Duplicate parts for all kinds of shoe mach-
inery always kept in stock. Ask for prices on
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J. E. DUPRE A. BAILLARGEON
THE MONTREAL BOX TOE CO.
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MANUFACTURERS OF HIGH GRADE
Box Toes and Heels
OF ALL KINDS

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LABORATORY**

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QUEBEC

Manufacture for the Jobbing Trade

GOODYEAR WELTS on
Up-To-Date Lasts a Specialty

Makers of "Ideal Quality" Shoes

Special Attention Given To Export Trade

DUCLOS & PAYAN

Tanners of CHROME SOLE

We were the first in this country to make this leather and are still in the lead.

Write for samples and prices.

Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

**Add to the Life of
Your Shoes**

Guay Counters of solid leather make your shoes of greater value to the buying public because they have the strength to stand up under hard usage. You can increase your sales and give greater satisfaction to wearers of your shoes by using these good counters.

The price is low—3½c and 4c per pair.

EUGENE GUAY

230 St. Marguerite Street
MONTREAL



**VALUE TO
THE LAST
PENNY**

One of the features that makes selling Twentieth Century Welts pleasurable is the full value that goes with every pair. You can feel sure every time you sell that the buyer will be pleased with the "down-to-the last-penny" value of Twentieth Century Welts. And what will appeal to you more, perhaps, is the fact that this value will bring him back to your store.

Try Twentieth Century Welts. They're good for business.

The C. E. McKeen Co.
QUEBEC

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

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The Collection Service, which has been proved most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS.
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It is filled with bright helpful pointers
for Retailers

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MONTREAL TORONTO

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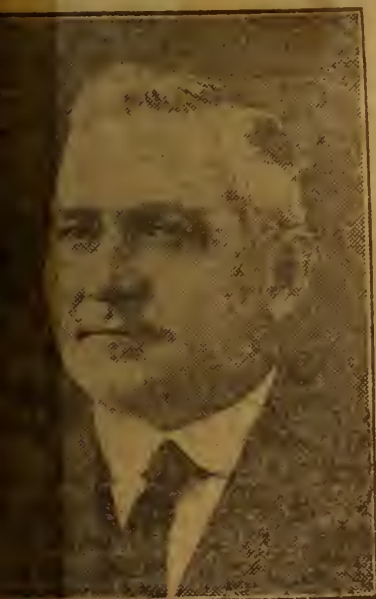


74-76 CHURCH ST.
TORONTO
CANADA

Monday, Aug. 12, 1913.
1232 TORONTO, ONT, SENTINEL

Masonic Hall, Gerrard and Logan.—Tue

AVE A MACHINE GUN



W. BRO. GEORGE LAWRENCE
the well-known Toronto baker, who has
generously donated a machine gun to
the cause of the Empire.

WEBB'S ROYAL LINE.
NEW BANNER UNFURLED.

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MILFORD M. WRIGHT, the Belfrage Store, 166 Cordova West, merchandise, furnishings, hats, caps, etc., and wear and hosiery. Brethren visiting our store can be sure of a hearty welcome and best treatment. Phone Seymour 4628.

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CHAPPELL BROS., Denman and Georgia Streets, Vancouver. Engineers, Machinists and Boat Builders. Special attention to repair of Hulls and Machinery. Sole agent in Vancouver for Monarch, Standard Peerless and Fox Motors. Launches for Hire.

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Retailer Expend in Advertising?

□ □ □

A Good Mailing List, Its Value, and
the Best Way To Obtain One

□ □ □

The Evolution of a Shoe—from the
Pasture Field to the Store Shelf

□ □ □

Should Canadian Shoe Manufacturers
Maintain an In-stock Department?

□ □ □

Lively Gossip on Styles—What will be
Worn During Spring and Summer

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

THE EMBLEM OF QUALITY

BEHIND ALL LAWRENCE PRODUCTS



A REPRESENTATIVE LIST TO SELECT FROM

GUN METAL CALF—Black, Tan

NUBUCK—White, Imperial, Gray

BLACK DIAMOND PATENT

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TANNED SOLELY BY

A. C. LAWRENCE LEATHER CO.

95 SOUTH STREET :: BOSTON, MASS.



QUALITY SHOES

When women discuss "dress," shoes are not the last or most unimportant item. A shoe built on dainty lines and in the current style is a thing of beauty.

McCREADY SHOES FOR WOMEN

reflect the last good ideas in style and shape.

We have an organization that keeps us abreast of the world in the latest styles and fashions in women's shoes.

And in "McCREADY" Shoes you not only get the newest and best fashions but the acme of comfort and wear.

It is worth while to see these shoes. Ask your dealer to show them.

These cuts explain why dealers handling

McCREADY SHOES FOR WOMEN

are reporting an increased business.

They don't tell the whole story. Only the satisfied wearer knows that.

But they do help him sell more shoes; that means more business for us. Self-interest, you see.

Ames-Holden-McCready, Limited

Montreal

St. John

Toronto

Winnipeg

Calgary

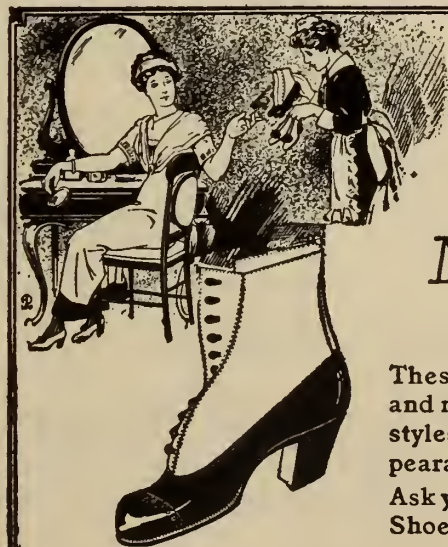
Edmonton

Vancouver

If you are a McCready dealer these electros are free for the asking.

If you are not yet a member of our happy family of retailers, don't you think you had better fall in line without delay?

It only takes a postcard to bring full information
Better write it to-day.



TO lend the finishing touch to a careful toilette, the shoes you wear are most important. You will never be disappointed in

McCREADY SHOES

These shoes have the latest and most approved fashions and styles, and also comfort, appearance and wear.

Ask your dealer for "McCready" Shoes, that excel.

Vacation Time Means Sales of Summer Shoes

THERE are many more sales of summer and outing shoes to be pulled off yet.

As long as vacation time lasts there'll be plenty of opportunities of disposing of summer goods at regular profits.

People are going holidaying despite the changeable and sometimes unseasonable weather, and they want summer shoes when they go.

How is your stock of summer goods now?

Have you enough to carry you through comfortably?

If you are out of any good lines let me know to-day. You don't want to leave yourself in a position to lose any good sales.

JAMES ROBINSON

THE BIG JOBBER

182-186 McGill St. - MONTREAL

“NIGRO”

THE VAMPING CALF

If you are using on your velour or gun-metal shoes a smooth finished vamping calf of which you think a great deal, you're just the man we would like to have try "Nigro."

"Nigro" is a vamping calf that we believe is the best ever. Every skin is clear and smooth all over. And it's a leather that will cut more economically than any other you've used.

We are so sure of "Nigro" and its excellent qualities that we place our reputation in its keeping. You try "Nigro" and if it isn't the best vamping calf you've ever used, get your money back. We want your business, but we want to give you more value for your money than you can get elsewhere. Try, and see if you don't get in "Nigro."

**DAVIS LEATHER
CO., LIMITED
NEWMARKET - ONT.**



A. CORBEIL



A. CORBEIL—Men's and Boy

ES
SPRING 19

Best Values—Lates

Mr. Retailer: The selection of your \$3.00 shoes is an important, for right here, on these popular

The CORBEIL Line has a number of superior styles among them being practical and smart styles in a variety of patterns; a wide range of upper qualities; valuable selling helps—and a big profit **at short notice.**

The effect of one big successful line of Men's shoes on all lines in that store.

Put CORBEIL Shoes into your store and see

The CORBEIL line for Spring is one of the best and many new lasts to choose from.

Our salesmen are out with the CORBEIL shoes and will call on you.

A. CORBEIL

Maker of the "Land-Cy

Warehouse and Offices—71 St. Paul Street, MONTREAL

871

Popular Price Shoe Specialist for over Forty Years

OFFERING

Styles—Least Cost

0 and \$4.00 lines of Men's Shoes is very
shoes, is the bulk of your business done.

tures that are entitled to your consideration,
the latest and best lasts; an exceptional
the best of workmanship; perfect fitting
Stock Department to size-up from

oes, in any store, is to increase sales-efficiency

this statement is not absolutely true.

maximum style features with full integrity,

ne for Spring, 1913. Upon request they

Manufacturer

"Leader" Brands

ctory—69 to 71½ St. Paul Street



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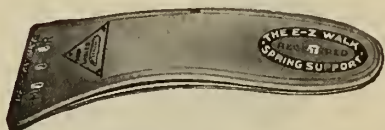
MONTREAL

ARCH SUPPORTS THAT SELL!

THE E-Z WALK

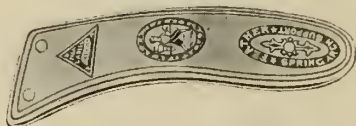
SELF-ADJUSTING SPRING ARCH SUPPORTS
THE ARCH WITH THE FULL STEEL SPRING

THE E-Z WALK



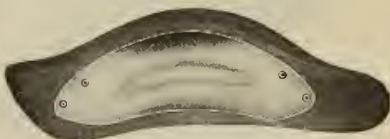
RETAILS AT \$2.00

FEATHER



RETAILS AT \$1.00

FOOT-RAISE



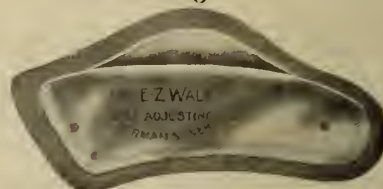
RETAILS AT \$1.00



THE E-Z WALK
VENTILATING
SPRING HEEL
CUSHION

RETAILS AT 35c. PAIR

SELF-ADJUSTING



RETAILS AT \$2.00

RES-TON



RETAILS AT \$1.50

FLEXIBLE CUSHIONETTE



Non-Metallic
RETAILS AT \$1.50

Every style we make is a seller. Built on true orthopedic lines, are absolutely guaranteed against flattening or breaking down.

LIGHT — FLEXIBLE — DURABLE — BENEFICIAL

They are Up-to-the-Minute in Shape, are Perfect Fitting, Popular Priced and will Help to Build Up Your Sales.

SEE OUR STYLES — GET OUR PRICES

Now handled by all the leading jobbers in Canada. Try a sample order from your jobber and get some of the E-Z Money.

MANUFACTURED BY

THE E-Z WALK MANUFACTURING CO.

133 West 14th Street

NEW YORK, N. Y.

T

There's room
for every
toe in
"The Professor"
Shoe

"The Professor" leaves no crippled toes in its wake. In fact, it has helped a lot of crippled toes to enjoy life again. For "The Professor" is a sensible shoe, built on sensible lines.

While it protects the foot from the weather (keeps it cool in summer and warm in winter), it does not cramp nor crowd the toes. Each toe is allowed to grow in its natural way.

It is a "real" comfortable shoe with antiseptically treated linings and innersole that keeps it clean and healthy. It has a thermal asbestos middle sole that preserves the natural heat of the foot, but does not augment it in summer nor lessen it in winter.

"The Professor" is comfortable in any weather.

THE TEBBUTT SHOE & LEATHER CO.

LIMITED

Three Rivers

-

-

-

Quebec

*THE
Professor*

PAT. NO. 119409
GOLD CROSS
SHOE



The Pride of Service

We pride ourselves on the service we give as well as on the shoes we make.

The Fall sorting orders you want filled promptly and satisfactorily will give us just the opportunity we desire of showing you our ability to give complete service.

Give us this opportunity.

Will satisfy you.

Jas. Linton & Company

Factory and Head Office
MONTREAL

Branch
WINNIPEG

FLEET FOOT

BEST QUALITY **SPORTING SHOES**

Some Seasonable Lines to Keep the Feet Cool



COOL SHOES are **COMFORT SHOES**
 For Country, Home, Camp and all Outdoor Life

Mr. Jobber and Mr. Retailer, we solicit your business in this line.

Is your stock properly assorted to care for the large demand for "Fleet Foot" Goods?

Send your repeat orders to our nearest branch to save delay.

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

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

YOUR



USMC



GUARANTEE
FOR QUALITY

UNITED SHOE MACHINERY COMPANY
OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

- - - MONTREAL, QUE.

492 St. Valier Street, QUEBEC



G

IVING comfort with style is the good way of working up, and holding a good trade in women's shoes.

You can't see comfort in a shoe. You must wear the shoe to appreciate it.

But you can see style, and you can appreciate it, and desire it without wearing the shoe.

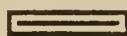
So you see, style is the "coaxer" and comfort the satisfier. Put them together in the same pair of shoes and you have a combination that means sales, and plenty of them.

That's the way it has worked out with "Cleos."

Women like "Cleos" the first time they see them, and they desire "Cleos." That's style coaxing them.

They appreciate "Cleos" the first time they wear them, and more every time after. That's comfort satisfying them.

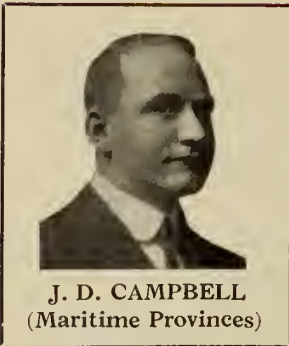
"Cleos" have the happy combination that puts money in your pocket.



CLEO SHOE COMPANY
LONDON - ONTARIO

A Brief Foreword A

Neither Kingsbury Salesmen
 Need any Introduction to
 men will very soon place
 styles for Spring, 1913, in
 in classy appearance

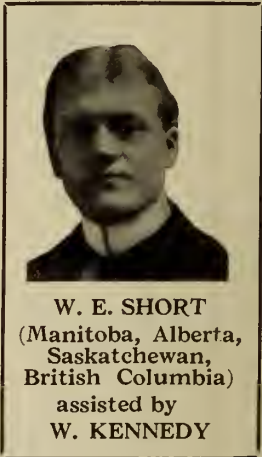


J. D. CAMPBELL
 (Maritime Provinces)

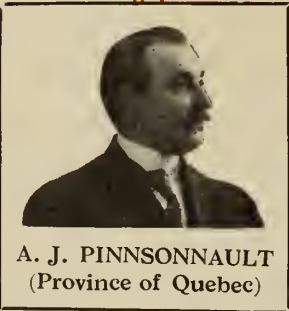
These are the men who will soon show you the new and complete range of KINGSBURY and AMERICA'S BEAUTY shoes for spring, 1913.

Always proud of these two splendid lines; they are even more enthusiastic than usual this season.

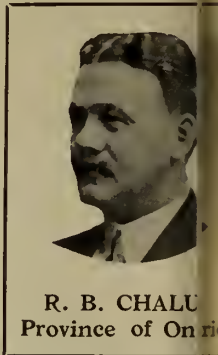
You won't blame them when you see their samples, and when you see them, you'll order, for they will sell like "hot cakes."



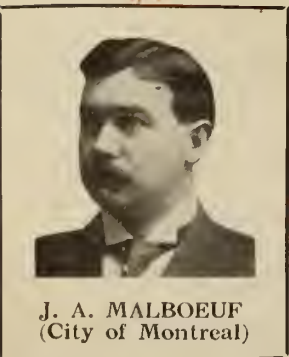
W. E. SHORT
 (Manitoba, Alberta, Saskatchewan, British Columbia)
 assisted by
W. KENNEDY



A. J. PINNSONNAULT
 (Province of Quebec)



R. B. CHALOU
 Province of Ontario



J. A. MALBOEUF
 (City of Montreal)

Don't Order Before You

Kingsbury Footwear

Specialists in

MON

Put Our Spring Styles

For Kingsbury Footwear
Canadian trade. But our sales-
fore you an offering of
styles all past efforts, both
quality



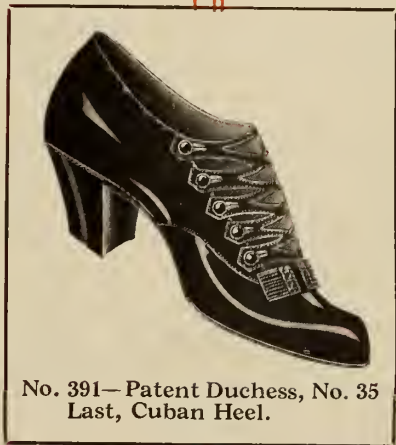
The cut shown herewith represents our new process FLEX-WELT.

Flexibility has been the aim of all shoe manufacturers. FLEX-WELT has attained the necessary flexibility without cutting or slashing the soles.

Note the illustration. FLEX-WELT is flexible across the ball of the shoe—not at the shank. This process can be applied to any shoe made by us.



No. 399—Patent Corded Top Pump Turn, No. 37 Last, Cuban Heel.



No. 391—Patent Duchess, No. 35 Last, Cuban Heel.



No. 214—Patent 3-Butt. Oxford, No. 34 Last, Lynn Heel. Also in Tan, No. 210, and in Gun Metal, No. 234. All "FLEX-WELT".

the Kingsbury Salesman

ear Co., Limited

adies' Footwear

CAL

'Tis the man who wears them who recommends Murray Shoes

WE haven't given Murray Shoes their enviable reputation for style and service.

But we've done our best to make them deserve a creditable name.

The men who WEAR Murray Shoes are the ones who have told of their good qualities, and induced their friends to try "Murrays."

These men KNOW Murray Shoes. They know them, not from hearsay, but from actual experience.

They know the comfort of "Murrays." They know the style and the shape that stays shapely.

They know the long wear.

They have proven "Murrays", and are satisfied.

That's why they recommend them.

*Murray
Shoes
Make
Firm
Friends*

*The
MURRAY
SHOE
COMPANY
Limited
London, Ont.*

"YOU HAVE GOT TO SHOW ME"

THE MAN FROM MISSOURI.

As a result of the pronounced growth of the shoe industry in Missouri, that state now ranks after Massachusetts.

In the following table the output of the industry is classified according to method of manufacture:

PRODUCT	Number of Pairs, by Method of Manufacture			
	Total	Machine or hand welt	McKay	All other classes*
Boots and shoes.....	24,657,160	7,423,545	14,204,733	3,028,882
Men's.....	9,303,028	5,584,054	2,299,792	1,419,182
Boys' and youths'.....	2,087,258	382,802	1,533,768	17,688
Women's.....	8,642,965	1,374,610	6,056,358	1,211,997
Misses' and children's.....	4,623,909	82,079	4,314,815	227,015
Slippers.....	616,229	616,229
All other.....	657,718	657,718

* Includes turned, wooden pegged, wire screw, etc.

The total number of McKay boots and shoes manufactured was nearly double the number of welt shoes. Men's boots and shoes made up more than three-fourths of the total output of welt shoes, and constitute the only class in which the number of welt shoes was greater than that of the McKay, which form the great majority in the other classes.

THE above figures prove conclusively that the McKay Shoe is still the popular shoe—especially for women, misses' and children. Because you can give your customer quality, style and finish at a reasonable price.

This year, owing to the rise in prices, McKay is the shoe.

See our samples—for we are showing a striking range for women, misses' and children.

P. S. — We have made good in our children's—and now in our women's we have excelled.

KIRVAN-DOIG, LIMITED

MANUFACTURERS OF THE
GOODSENSE SHOE

Montreal - - - Quebec

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.



"PRESIDENT"

The pennyworth that is sold spells bigger profits than the dollar-worth that stays on the shelf.

Liberty and **Astoria** Shoes are not shelf-warmers. There is a reason. Let us show you.

COOK - FITZGERALD CO., LIMITED

LONDON - - ONTARIO

THE BEST*Everyday***SHOE**

Everyday Shoes do not belie their name. In service and in sales they certainly earn their title. And that gives you two of the good reasons why you should let them help your business. Where they are sold they are sold every day, and where they are sold every day, and where they are worn every day they give the utmost in genuine, comfortable satisfaction.

You should get "Everydays" from your jobber at once. Your business will be the better of it.

**Sold in Winnipeg by Geo. G. Lennox
In Ontario by the Leading Jobbers**

T. SISMAN SHOE CO., LIMITED
AURORA, ONTARIO

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

Combination Leather

It is a comparatively new line with us, but our production already places us in the veteran class

Have you tried Davis' Combination?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply

*Colored or Black
Grained or Smooth*

*And in weights suitable for all
lines*

Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

THAT P-V HORSE!

If you cut Horsehide Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Splits and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.
MILWAUKEE - WIS.

Distributors :

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NEW YORK
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FRANKFURT, O-M., GERMANY
PARIS, FRANCE

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



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

The Extra Value is Sure to Bring in the Sales



Every man who comes into your store is susceptible to the appeal of extra value. He will appreciate your drawing his attention to the shoe that will give him that extra value. ¶ Show him a Williams Shoe. ¶ Show him the careful stitching, the well tanned leather, the solid soles and heels. ¶ Tell him that the hidden parts—boxes and counters—are solid leather, and will stand up under heavy strain. ¶ He will buy Williams Shoes then, and thereafter—and he will tell his friends. ¶ That Williams extra value always gets them.

The Williams Shoe Co., Brampton

L. H. PACKARD & C^O. LIMITED
MONTREAL, P. Q.

Shoe Store Supplies of Every Description

OVERGAITERS and LEGGINGS

SHOE DRESSINGS, Etc.

Write for our Handsome Catalogue

OUR TRAVELERS WILL CALL ON YOU SOON

McDERMOTT SHOES

The line of longer profits, embodying more lasts and patterns than any other line in our grades. The line you should have in your store if you want "live ones."

Welts, Turns and McKays to retail at \$3, \$3.50 and \$4.

THE McDERMOTT SHOE CO.

Women's Shoe Specialists,
MONTREAL



NUGGET

THE FAVORITE
WITH THE LADIES

Will not rub off or soil the most dainty dress or lingerie.

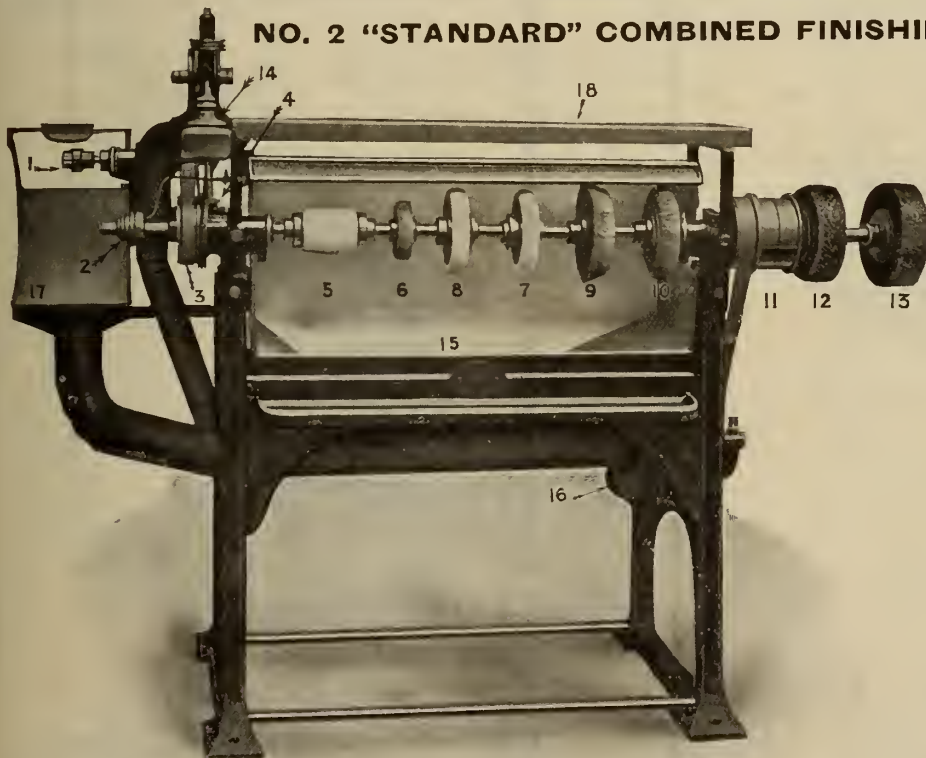
Makes each woman a friend of the dealer.

— The —
Nugget Polish Co.
LIMITED
Toronto, Ontario

THE BEST PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED



NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)

This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.



The Sign of Shoe Safety

The Yamaska Brand is a sign of safety for you as well as for your customer. It speaks of careful, painstaking shoemaking that guarantees long wear and satisfaction to your customer, and repeat sales for you.

Neither you nor your customer take a chance on "Yamaska."

You are both sure to be satisfied.

La Compagnie
J. A. & M. Cote
St. Hyacinthe, P.Q.



You'll have Surpass sales every day

There's one thing about Surpass Shoes, they're not "in-and-outers." Their sales are steady.

Every day you have people in your store who could be best suited by being fitted with Surpass Shoes.

And so long as it's real value that is desired you take no chances in supplying "Surpass." Every shoe is a sure fit and a sure satisfier.

THE LOUIS GAUTHIER CO.
LIMITED
QUEBEC CITY



Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

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 CO.

MONTREAL, QUE., 59 St. Peter Street

CHICAGO
130 W. Michigan St.

NEW YORK
34 Spruce St.

BOSTON, MASS
128 Summer St.

GLOVERSVILLE, N. Y.
11 Cayadutta St.

ST. LOUIS, MO.
619 E. Eighth St.

Satisfy ALL Your Customers

There's an Oberholtzer Shoe for every member of the family—and every shoe is a "satisfier."

This line of Dongola and Box Calf and Gun Metal Shoes in Blucher and Button will enable you to work up a splendid family trade—and keep it too.

Find out more about it.

Write.

THE G. V. OBERHOLTZER COMPANY, LIMITED
BERLIN - CANADA



Most extensive line of work shoes made in the world

These shoes are made in the Williams factory at Holliston, Mass., where nothing but work shoes are made. 100,000 pairs are always carried in stock. Send to-day for price list.



There are eighty others in the Williams line and they are all good sellers.

THE ROBERTS & VAN-LANE SHOE COMPANY, LIMITED

BRANTFORD, ONTARIO

Canadian Sales Agents for
ARTHUR A. WILLIAMS SHOE CO.
HOLLISTON, MASSACHUSETTS

"WHERE QUALITY COUNTS WE WIN"



Shoes for Every Man

There are three classes of men who buy shoes—old men, young men and "sports."

There are shoes to satisfy them—Dr. Brandon's Cushion Sole Shoe, Monarch Shoe and the Brandon Shoe.

Try these three shoes—they'll bring all the men's trade.

BRANDON SHOE CO. LIMITED
BRANTFORD, CANADA

Better Clerks and Protected Profits

THIS NATIONAL CASH REGISTER enforces records which show the sales of each of your clerks.

It makes them more efficient because it promotes interest in the work. They know you can reward according to proven merit.

It enforces records, protects your profits by fixing responsibility for every transaction.

It stops mistakes, removes temptation and increases trade.

It keeps you in every-minute touch with the sales end of your business, frees you from uncertainty and saves your time and energy.

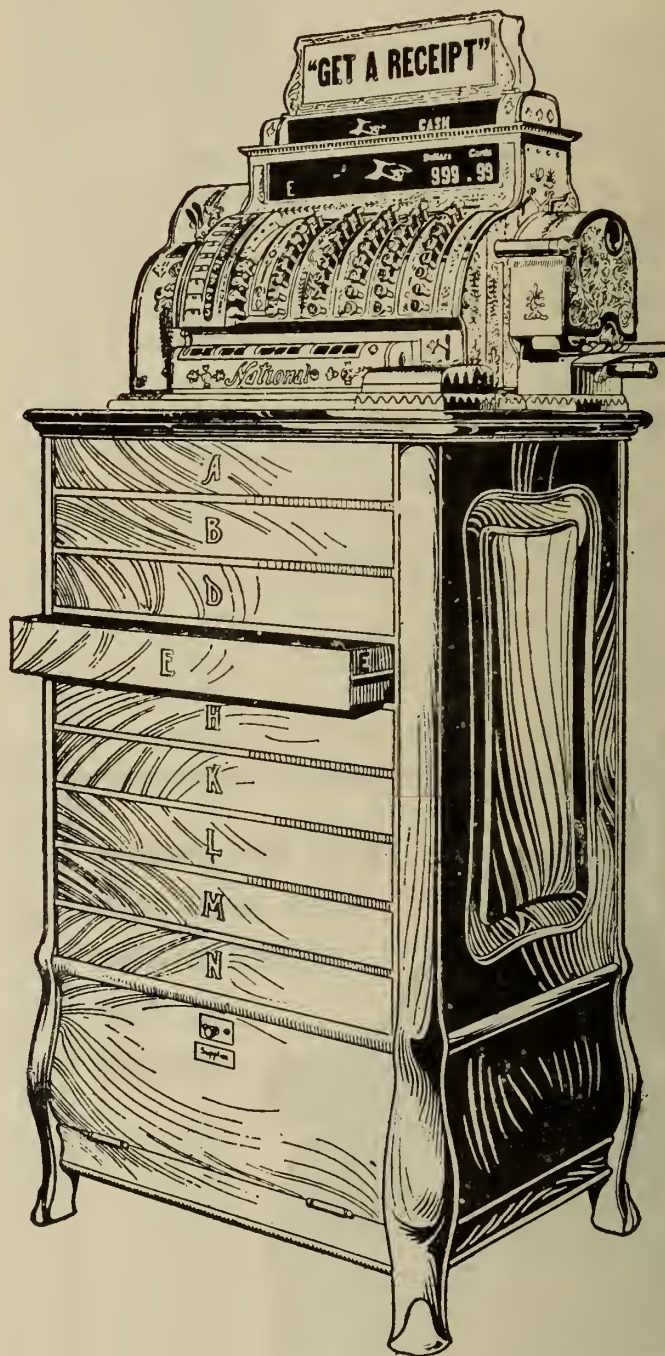
Increased earnings and greater efficiency immediately result from its use.

Highest Type of Cash Register Made

The Register shown here is one of the latest improved multiple-drawer Nationals.

They are built to stand on the floor or set on counter or stand.

They may be built with any number of cash drawers and corresponding counters up to nine.



The National Cash Register Company
 Headquarters for Canada: 285 Yonge Street, Toronto

Canadian Factory: TORONTO

SHOE & LEATHER JOURNAL

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Vol. XXVI. No. 15

TORONTO, AUGUST 1st, 1912

\$1.00 per Year ^{-In-} _{Advance}

More Racy Gossip on the Catchy Spring Styles

Lower Toes slowly Coming In but the Recede Last Is Not So Common as in Styles Across the Border—Heels on Both Men's and Women's Slightly Reduced—No Big Demand Expected for Colonials

It is usually a most difficult matter to give a comprehensive summary of the styles that are going to be in vogue for any particular season. There are so many different opinions expressed—which opinions are colored to quite an extent by the personality of the persons giving them—that it is impossible to say with absolute assurance that such a style will "go" in any particular season.

Locality Influences Style

Two men will oftentimes look at the same set of facts and arrive at markedly different conclusions. Locality has a lot to do with the selection of popular styles. For instance, in Boston colonial pumps are worn, one might say, to the practical exclusion of other forms of fine leather footwear for street purposes. In Canada, however, the colonial pump has not attained such vogue in the past, nor is it likely to for the coming spring season. Manufacturers who have made a specialty of this style of footwear state that it has proven a big success in some localities, but that in others

there has been little or no demand for it. And so all through the list.

In the matter of toes there is no doubt that a lower toe is coming in. In spite of all the conflicting opinions an inquirer runs up against, while seeking out the truth in this matter, there is not a doubt that toes will average lower than this time last year. This does not mean that all high toes are going out, but it does mean that there will be much less of them worn than formerly. The coming spring trade seems to be getting away from the spectacular and more to the really practical styles and shapes.

About Receding Toes

Early in the spring the SHOE AND LEATHER JOURNAL hazarded the opinion that receding toes were going to come in strong during the next year or two. Investigation, however, has proven that this opinion has to be modified to a certain extent. Receding toes are coming in, but they are coming in slowly, and there is a reason for this. The aver-

A FEW OF THE LATEST IN BOWS ON PUMPS

BY THE MCDERMOTT SHOE CO.

age man wants comfort rather than style. We say the "average" man. Of course, some men will wear any freak style if the salesmen tell them it is stylish, but, as a whole, shoe wearers are conservative in their ideas and they are looking for comfort rather than "splash."

Receding Toes Not Comfortable

It cannot be gainsaid that the receding toe is *not* a comfortable shoe for the average foot, especially if it is a last



TAN BUTTON, MEDIUM HIGH TOE, CUBAN HEEL, BY THE PERTH SHOE COMPANY

of the variety that fades away from the vamp towards the toe, as some varieties of the receding toe do. The toes of the foot have not room enough for proper action in walking unless a shoe is worn at least one size, and sometimes two sizes larger than ordinarily the wearer would need. This gives the foot a long disproportionate appearance, and it oftentimes prevents proper fitting at the instep—which is really the key to comfort in footgear. Therefore, although one American manufacturer advised the writer that he was putting in eleven new recede toe lasts this year, the Canadian manufacturers are much more conservative.

Medium high toes will be fairly strong this year, and of course quite a number of receding toe lasts will be in evidence, but there will be very few really high toes or extreme low receding toes turned out by Canadian manufacturers with the hope of selling them. Of course, there will be a good many samples shown to the retailer that will never be put through the factory. The craze for something new has to have some outlet, you know, even with the hard-headed, practical shoe manufacturer.

The combination medium high receding toe effect will be somewhat in evidence, and some very pretty styles along this line will be shown the retailers by some of the manufacturers. Vamps will likely average a little longer than last year, although there will not be a great deal of change except in receding toe effects, which usually mean a longer vamp. Edges or "decks" will not show a great deal of change, although as a rule they will probably run a little narrower than last spring. In this particular, however, it is very hard to make an accurate prediction, as there is considerable difference in the various spring samples shown by manufacturers.

Lower Heels in Vogue

One thing is sure, however, and that is that heels in general will be slightly lower than last year. In its last issue the *SHOE AND LEATHER JOURNAL* predicted that the average

receding toe would carry about a 12/8 or even a 14/8 heel, while the higher toe would go as far as 15/8 in some cases. This is about correct. In fact in the receding toe a great many inch heels of the broad "flange" variety will be shown, but these are peculiar to the custom-made, receding-toe effect. The military heel will not be at all in evidence. Of course, these remarks so far have been confined purely to men's shoes.

Buttons are here, and in very strong, especially in women's lines. It is expected that button oxfords will be worn more than last year, although it is hard for a button oxford to really equal in style and grace a well made lace oxford. Three or four buttons will be the average height of the button oxford in women's lines, and some believe that two and even one-hole ties in lace styles will be more in vogue than oxfords of the regulation height. Time alone will prove the accuracy of this statement, but the fact remains that there are just as many of the staple height oxfords being turned out this season as is usual.

Buttons Have the Call

In high shoes buttons will have the call. They have been very strong all season in women's lines, and nine times out of ten, both in the larger American centres and also in Canada, button shoes will be seen. Wherever lace shoes are worn, however, the blucher has preference over the bal. In women's lines also vamps tend to be slightly longer and toes a little lower. In American centres, such as Boston and New York, a great many of the higher class high cuts show not exactly a receding effect, but still what might be called a slope on each side from the ball of the foot to the toe. There is very little of the "swing" style in evidence.

Colonials Only in Moderate Demand

In pumps, as stated before, colonials are not expected to have the same run as the plain pump. A lower heel will be in evidence in the majority of pumps, averaging about 1½



WOMEN'S BUTTON BOOT, WHITE NUBUCK TOP, PATENT VAMP AND FANCY SCALLOPED FOXING, CUBAN HEEL. DOME TOE, BY THE KINGSBURY FOOTWEAR CO.

inches. In ornaments, bows are gradually disappearing, with a strong tendency toward buckles of various shapes and styles. Some of these buckles are leather-covered over cut steel, while others are of aluminum, black enamel, oxidized, or with a silver finish. In fact, buckles of gold finish are

(Continued on page 47)

How Much Should a Retailer Spend in Advertising?

The Prevailing View Is Two Per Cent. of Total Annual Turnover—What Plans Should Be Included Under the Head of Publicity—Window Dressing Should Be Charged to This Account—Some Hold-up Schemes

"How much money a year should I spend in advertising?" This is a question which retailers ask the *SHOE AND LEATHER JOURNAL* more frequently than any other. One inquirer seems to think that advertising can be definitely keyed, and wants to learn what results he should expect. There is no more accurate plan of fixing the exact returns received from advertising appropriation than there is of guessing how much money a customer has in his pocket when he enters your shop to buy goods.

Publicity to a certain extent is like trade—a thing of steady, constant and fixed growth, but the expenditure must be kept up. There must be no closing of the door. There are, of course, several methods of advertising. The most useless is probably the picnic program, the sports committee dodger, and a few other graft routes that appear attractive, but have never been known to give definite results.

Some Graft Games

Then there is another species of "hold-up," which shoe-men seem victims of from time to time. Some organization, church, social or lodge, will get up a field day, picnic, or outing. Two or three plausible ladies or a committee of men will go around and ask Jones what he is going to donate in the way of a prize for the races. A pair of shoes or slippers is suggested. They would prove acceptable and would be so much appreciated. Jones becomes flattered over the kindly assurances that his sympathy and support count for so much, and he yields. He is fearful if he does not that Brown, farther up the street, will, and lack of confidence in a competitor or jealousy of him is such that he will not be outdone, and, accordingly, on the printed program of prizes offered appears the following, "Boys' race, 100 yards, 1st prize, pair of shoes, presented by A. R. Jones, etc." This stunt possibly costs the dealer a couple of dollars, and he does not get two cents worth of direct or indirect benefit from the plan.

Or on some other program appears a small advertisement, for which Brown pays three to five dollars, as he is told there will be a guaranteed distribution of fifteen hundred copies. The wording is generally as beautifully indefinite as this, "The place to buy your summer shoes is at Brown's. Full stock, lowest prices, and prompt attention. Repairing attended to. Give him a call."

Just Money Thrown Away

That three or five dollars might as well have been given as a straight donation and charged up to profit and loss, for all the return or business that Brown may expect from it. He does it because he's "afraid," or as the small boy would say, "he dasn't refuse." He thinks that he will not get some of that society's or church's patronage if he turns the proposition down cold, and Green, in the next block, will take that particular space or hand over a pair of pumps as a premium. And there you are. All it requires is a little backbone or decision to refuse.

But this is getting away from the question of how much money should the retailer spend in advertising, and how it should be disbursed? There are various ways of answering this question. The most direct, effective and quickest means, as well as the cheapest, is, of course, attractive, clean windows, with frequently changed displays. The money spent in fixtures, materials, stands, trimmings and other accessories, the *SHOE AND LEATHER JOURNAL* believes, should come out of the advertising appropriation, as it is a legitimate charge. The time that a decorator spends in dressing the window should also be charged up to this fund, according to the experience and judgment of the most progressive and alert retailers.

Using the Post Office

Then there is the regular distribution of leaflets, booklets, folders, etc., sent to a select list of customers, and

also souvenirs, premiums, etc., which must come under the head of advertising.

Last, but by no means least, is the space used regularly or at intervals in the daily or weekly papers. The advertisements should be changed often, neat, suitable cuts used, prices quoted, and some definite instructive information presented. The entire appropriation for all the plans spoken of should be about two per cent. of your total turnover annually, according to the concensus of opinion obtained from representative retailers in all parts of Canada. Thus, if your turnover is \$20,000 per year, the publicity disbursement should be \$400; if your turnover is \$30,000, the sum spent should be \$600, and so on.

What Two Per Cent. Includes

"That seems pretty large," writes a Moncton dealer. But the two per cent., as already pointed out, should cover everything—window dressing, time, labor and expense, the circulation of literature through the mails and space used in the newspapers, etc. Some shoeists disburse more than this and some less. Each man will have to be his own judge of how his annual appropriation should be divided. It will depend on what his trade is accustomed to, what other merchants in his locality are doing, what class of goods he handles, what patrons he particularly desires to appeal to, what are the facilities of his store, and what lines he especially features. There have been some merchants who claim

A Live Suburban Retailer

Robert Gray, shoe retailer, of Weston, is a live one in the shoe business. For some years he conducted a repair shop on Arthur Street, near Bathurst Street, Toronto, and nearly three years ago bought out the branch store of Walter Powell, at Weston. He has worked up a big trade in the progressive suburban centre, and carries a large stock. His store is 65 feet long and 20 feet wide, and at the rear is a



well equipped repair shop. Mr. Gray, who is a practical shoemaker, does all his own repair work. He has a fair number of uniform cartons of dark red color with brass holders and intends in time to adopt the uniform carton system throughout. His trade is a strictly cash one, and he does not believe in approbation. All shoes are paid for before leaving the premises. At the left of entrance are several bargain tables, which he uses for getting rid of odds and ends of stock, and thus manages to obviate clearance sales and at the same time keep his shelves free from dead goods. He is a strong believer in effective window displays and his store has a fine front. The accompanying illustration shows a view of the interior of the premises taken recently. Mr. Gray closes every Wednesday afternoon during the summer months.

they have got along wisely and well without any newspaper or other advertising, but for a new man, to expect success without it, is banking altogether too much on chance or luck.

Use Your Own Judgment

Many foot fitters may not agree with some of the foregoing statements. It is not possible to lay down a chart by which all may sail the commercial sea, but the majority of footwear mariners have found, on the voyage of business, that good window displays, bright, forceful advertising, reliable goods, backed up by efficient service, are the compass, the rudder and the log towards the port of success.

Nearly every man is agreed that advertising pays. They may differ regarding the kind of publicity, but they believe that advertising is as sound and satisfying in the end as are honesty, hard work, and paying your debts. Whether publicity is done by means of space in the press, through sending literature through the mail, by billboards, road signs, etc., it must be given attention. No haphazard, happy-go-lucky, trust-to-Providence attitude is ever going to achieve any permanent returns, or paying results.

There is no magic about retail advertising. It will not build up a trade or connection in a day or month or a year. The ground must be seasonably cultivated, the soil must be enriched with new ideas and methods. Eternal vigilance, constant oversight, rightly-directed effort, and careful study, are as essential in this as in the matter of buying stock, arranging the shoes on the shelves, waiting upon the people, having obliging and thoughtful salesmen, and many other progressive considerations that enter into the make-up of a successful mercantile record and sound, business policy.

Some Gaiter Troubles

The gaiter boot, or overgaiter boot, as it is sometimes called, is a French importation, and presents many difficulties in fitting, both in the manufacturer's fitting room and in the retail store. These boots are made, as the name will indicate, to imitate the effect of an overgaiter of leather, white, black or colored, and there is some variation of pattern. They all button straight down the outside, however, and the proximity of the fly to the ankle bone presents one of the greatest difficulties in neat fitting, requiring very frequently resetting of the buttons and even then causing unsightly bulges and wrinkles. Some patterns are cut with the circular vamp, and the buttons go straight down to the shank of the shoe, the latter being open all the way down, or nearly so. In other styles the whole vamp is used, and the top is "quartered over" so that it looks like an overgaiter except that it is stitched fast to the shoe. Some of them have a strap running down to the shank of the shoe on either side. In trying on, it is necessary to introduce the foot sideways and then give it a semi-circular twist. The opening of the shoe is quite likely to stretch the leather of the button fly. It is hard to get the foot started into the shoe, and a few try-ons will have the shoe badly out of shape. After a few weeks' wear the shoe would probably be so wrinkled and misshapen that a person who was at all neat or fastidious would not wear it. In the ordinary button boot the curved line of the buttons is an important feature. It is so swung down along the foot that when a button is set back the pull is not only backwards, but downwards. In this boot for the first four buttons the pull will only be backward. The only adjustment possible would be in the upper buttons for the purpose of tightening or loosening up the ankle, and this is usually not a very difficult point of fitting.

Another point to be noted in all boots is the need of avoiding the ankle bone with either seams or buttons. The buttons should not be set so far from the centre line of the foot over towards the side that the edge of the lace stays tends to stick up and stick out at the side of the ankle. Any button boot is a rather depressing subject when it ceases to be neat and trim in appearance. The best of them will become sloppy in time, and it requires extreme care in getting them just right in the beginning. The most successful

of gaiter boots are open clear to the shank. They are made with tops of comparatively light good grade kid, calf or other flexible material.

His Experience Well Rounded



There are few representatives on the road better or more favorably known to the trade than Gideon Knechtel. He is a Stratford boy, who learned shoemaking in that city, and later, in company with his brother, Aaron Knechtel, established the retail store of Knechtel Bros., nearly a score of years ago. The partnership continued for a number of years, when he retired. The house to-day is one of the most flourishing in Western Ontario, and known as Knechtel & Co., Aaron Knechtel being at its head. Gideon Knechtel managed a branch in St. Mary's for some time. For the last ten or eleven years he has for most of the time been connected with the Williams Shoe Company, of Brampton. He served two or three years in the factory, gaining practical experience and has covered Ontario from Niagara Falls to Sarnia, with occasional trips to the West. At one time Mr. Knechtel was identified with the Berlin Rubber Company, and was also a member of the board of directors of the Merchants' Rubber Co., until that concern was taken over by the Consolidated Company. He was the first man to handle the Getty & Scott line, of Galt, in the Western provinces. He is a member of "The Gideons," not only by association, but in name as well, being the only member of the eight thousand "Gideons" in the United States and Canada who boasts of "Gideon" as his front cognomen. A gentleman of few hobbies outside of the shoe game, during the summer months he can be found on the green devoting himself to bowling, of which he is an ardent exponent. Mr. Knechtel is now in the West in the interest of the Williams Shoe Company.

The Shoe Industry in America

Total products, valued at \$512,797,642, give the boot and shoe industry ninth place among the leading industries of the United States. The shoe industry takes sixth place in Canada.

The value added by manufacture, which is the difference between cost of materials and value of products, was \$180,059,429 in the census year 1909. A total capital of \$222,324,248 was invested in the enterprise throughout the country.

Statistics issued by the Bureau of the Census show that New York State ranks third among the states engaged in the boot and shoe industry. It is preceded by Massachusetts and Missouri. The value of Massachusetts's products was \$236,342,915, nearly one-half of the total production of the United States. Missouri produced \$48,751,235 and New York \$48,185,914.

In 1909 there were 1,918 establishments producing footwear, employing 215,423 persons. The average number of wage earners was 198,297, New York ranking second with 21,627, Massachusetts first with 83,063, and Missouri third with 17,396.

FINDS IT A GOOD FRIEND

I read the "Shoe and Leather Journal" with much interest and find the information on its pages bright and instructive. I much appreciate the convenience and timely news contained in the semi-monthly edition.

Sincerely yours,
R. H. HART.

Weyburn, Sask., July 9th, 1912.



THE WORST CRANK • I EVER MET •



"You can meet cranks in all sorts of weathers, but it takes a warm, sultry day, to stir up all the evil nature and disagreeable temperament that lurks in the average human. A week of torrid temperature will get almost anybody going. I mean such red-hot sizzling days as we had at the beginning of July," remarked a Toronto shoe traveler, who was sitting on his verandah the other evening, talking over the experiences of the road.

"There is no use discussing the matter, but the fact remains that it is pretty trying to do business in extremely hot weather. But there is such a thing as being a real crank and making a bluff at it. The biggest crank I think I ever saw, at least I thought so, at the time, was seated at the travelers' table in the dining-room of a Chatham hotel a few days ago. He apparently knew no other person at the table, which was a rather large one, and the seats were further apart than in the customary crowded hotel. I was at an adjacent table just opposite and could easily overhear all the conversation. As I told you, this fellow, a leather salesman, whom we will call Lucas, was located at one end, and next to him, but somewhat removed, was Mr. Cullen, a traveler for hosiery. All the seats at the travelers' table were occupied. Nearly all the things that are on the ordinary hotel table are generally placed near the end, and therefore within easy reach of the head man.

Not Any Too Willing

"Cullen had just been helped to some cucumbers, when he requested Lucas to pass the mayonnaise sauce. The latter complied, very reluctantly, and every move betokened an effort on his part not to be even ordinarily obliging. There was no conversation going on at the time, and possibly not three minutes had elapsed before, with a pleasant 'Excuse me, sir,' Cullen again wanted something in the vicinity of Lucas, and asked him if he would be kind enough to pass the salt and pepper. Lucas paid no attention to Cullen's request, and went on eating. The waiter at the time was in the kitchen filling an order for Krig, who had just arrived, and Cullen renewed his request for the salt and pepper. Still Lucas paid no attention, but was evidently absorbed in the task of masticating the breast of a fried chicken. For the third time Cullen courteously repeated his request. Lucas appeared to be displeased that he should be interrupted, and exclaimed in a testy manner: 'I am not here, sir, to act the part of a servitor. Why do you not call the waiter when you wish anything?' Cullen meekly said he was sorry that he had put him to any trouble, but at the same time he thought there was no occasion for such a sharp retort. Lucas spoke up with some acidity and declared that he did not want to be constantly bothered. 'Why do you not have these needs attended to before the waiter disappears?' he ejaculated.

Called Him a Fool and a Cad

"'Oh, well, you know,' warmly replied Cullen, 'it is not very convenient to have everything handy, especially when others have to make use of the ordinary table accessories.'

"'Come off the perch and talk sense,' hissed Lucas.

"By this time the conversation had grown very hot, and the tones of the two travelers were constantly getting louder. From bitter observations, the discussion degenerated into a sharp conflict of words and satirical sallies, in which such terms as 'galoot,' 'crank,' 'fool,' 'base ingrate,' 'cad,' were

bandied about. In fact, matters grew so sizzling that, remembering the lot of the average peacemaker, the onlookers did not care to interfere. At the same time they put Lucas down as the most disobliging, selfish and conceited specimen of humanity that they had ever run across. Even, I myself thought that he was a disgruntled dyspeptic.

"A man who would be so mean and ungracious as to refuse to grant an utter stranger's polite request to pass a dish in common use, was, to my mind, and that of the others, beyond comprehension. The wordy row continued with such vigor that finally Cullen, who had finished his meal, rose suddenly and left the table, hurling a violent epithet at Lucas as he passed out. Lucas, showing every indication of suppressed indignation, bolted the remainder of his food and followed two or three minutes later, in apparently great haste.

Went Out to See the Fun

"Naturally, all the rest of us in the dining-room completed our mid-day repast as speedily as possible. We were anxious to hustle out to the rotunda and witness the conclusion of what had been a very pretty embroglio, and bid fair to develop into the liveliest scrap that we had ever seen, and all, you may say, over nothing, or a very trifling and insignificant matter at most.

"Now, most men are willing to grant any reasonable request, if it is pleasantly and politely made, but here was Lucas, evidently so miserly in sentiment, arrogant in manner, and miserable in disposition that he raised a dickens of a fuss and created a bar-room-like brawl. Why? Simply because he was ostensibly so self-centred that he would not comply with an ordinary request.

"Well, to make a long story short, we expected that there would be 'fun,' or a set-to with fists in the rotunda. We were all prepared to take sides with Cullen, who, we felt, had been entirely right in all his requests and subsequent observations.

And It Was All a Burlesque

"Judge of our surprise when we emerged and started to look around to find both Cullen and Lucas sitting in easy chairs in one corner, chatting as pleasantly as any old-time acquaintances and laughing heartily. One would never have thought any trouble had occurred. It was then, and not till then, that we awakened to the fact that we had all been hoaxed; in fact, nicely duped, for we saw in a moment that these two chaps had planned their little game and played it well. They had affected to be strangers and even had a previous little rehearsal of the little drama before enacting it. It was on a Friday, at noon, that the incident related took place, and both Cullen and Lucas had a hearty laugh over the stunt they had pulled off or put across. It certainly was as unique as it was spectacular. They had scored in their undertaking and seemed to take much delight in the fact that they had fooled us. Then they bought drinks for the 'stung' crowd, and a matter that threatened to develop into a free fight or pandemonium, was quickly forgotten in the merriment of slaking our thirst that hot, hot afternoon."

A budding aspirant for a traveler's position representing a shoe firm in the West, was asked if he had a good connection in the West. He said, "Yes, I have an aunt and uncle living in Winnipeg—splendid people, too."

Some Echoes of the Big Shoe Gathering in Boston

Visit to the U.S.M. Company's Plant was a Revelation—Incidents of the Recent Gathering in Boston—
Canadian Visitors Attendance the Largest Ever—A Great Meeting Place for Buyers and Sellers

One of the biggest and most interesting events of the Sixth National Shoe and Leather Market Fair, which closed in Boston on July 17th, after a very successful and highly enjoyable week, was the visit of inspection to the United Shoe Machinery Company's immense plant, at Beverly, Mass., some twenty-seven miles out of Boston on the north shore. The trip was made by automobiles, and in the 25 or 30 participating cars there were 150 or 200 visiting shoe and leather men from all branches of the trade. Starting from the Mechanics' Building, where the Fair was held, the route took the party by way of the beautifully smooth tarred driveway to Revere Beach, thence along the ocean front to Lynn, that thriving city, where there are probably more women's shoes made than any other half-dozen towns in the United States; thence through Swampscott, Salem, and along the grand stretch of ocean driveway that resembles nothing so much as the road from Cannes, France, to Monte Carlo; finally to Beverly.

Here an adjournment was made to the United Shoe Machinery Company's clubrooms, for the daintily served luncheon provided by the hosts of the day. After the usual post-luncheon group snapshot was taken, the company's immense plant was visited, and the different sections, into which the visitors were divided, were taken through the plant by courteous officials, whose painstaking explanations were thoroughly appreciated.

The whole trip was one of the most thoroughly enjoy-

able affairs that one could possibly experience, and the drive through Greater Boston's unequalled park and boulevard system was an experience long to be remembered.

"Triplets"

David Farnsworth, the chairman of the committee for the entertainment of visiting Canadians, proved himself a prince of good fellows, and we echo the feelings of every Canadian guest when we express our thanks for his unselfish efforts to give Canadians the best there was going. He did it, all right.

Another member of the firm of Farnsworth, Hoyt & Co., Mr. Hoyt, also was conspicuous for his hospitable efforts and genial good nature. They are two jolly good fellows.

And still a third member of the firm, Mr. Gay, furnished a chauffeur and car for the SHOE AND LEATHER JOURNAL party on Monday, who enjoyed a 70-mile spin out to Beverly and back by a roundabout way, through the matchless boulevard system for which Boston is famous. Some hospitality for one firm—and this was only one of many instances of the same kind of thing throughout the Fair week.

Canadian headquarters downtown was at Farnsworth, Hoyt & Co.'s office, and there Canadian flags and the maple leaf were much in evidence.

It's hard luck when your auto breaks down and you get in last to lunch. That's what happened to R. Weston, of



A HAPPY GROUP OF VISITORS TO THE RECENT NATIONAL SHOE AND LEATHER MARKET FAIR IN BOSTON, WHO TOOK IN THE ENJOYABLE AUTOMOBILE BALCONY AND LAWN IN FRONT OF THE HANDSOME AND SPLENDIDLY APPOINTED CLUB HOUSE PROVIDED BY THE COMPANY.

Campbellford, and F. W. Knowlton, of the U. S. M. Co., Montreal. Luckily there was an abundant supply of good things provided.

Chas. Fogelberg, a humorous Galt friend, replied to a question as to why he kept his new straw hat under his coat during the rain: "Why, rain makes the hair grow." You have to get next to Charlie to see the point—or the hair.

W. D. Bennett, vice-president of the Fair is a hustler. He is the right man in the right place. Ask the Canadian visitors.

Someone at the U. S. M. Co.'s grounds at Beverly called out to the photographer: "Be sure you get me in this, so that my wife will believe I was here." Judging by the reports about Nantasket on Sunday he must have been a Canuck.

Chas. Cahill, advertising manager of the United Shoe Machinery Co., proved himself indefatigable in looking after the enjoyment of the visitors. He's another "mighty decent head."

Judging by reports, that automobile carrying Clarence F. Smith and party from Montreal must have run up a rather decent bill for gasoline. It measured off a fair-sized stretch of country around Boston, too. We don't blame them a bit. They don't know what decent roads are up in Montreal.

The three Payan brothers were down from St. Hyacinthe, P.Q., and looked as though they thoroughly enjoyed the trip.

Some hot in Boston in spots! 97 in the shade there means about 10 degrees higher in most parts of Canada. It's an unbearable, clammy, sticky heat. The electric fans saved the day.

Lynn, for women's, and Brockton, for men's footwear, are two hustling towns, about the size of Hamilton. Shoes

did it all. There is nothing else of any account in either town. Must be something in that adage, "Shoemaker, stick to your last."

Additional Canadian visitors at the fair, other than those who had arrived when the last edition of the SHOE AND LEATHER JOURNAL went to press, were: Elmer Davis, A. Davis & Sons, Kingston; Andrew Davis, Davis Leather Co., Limited, Newmarket, Ont.; W. M. Adams, Toronto; C. S. Sutherland, J. S. Coates, Amherst Boot & Shoe Co., Amherst, N.S.; R. F. Hayes, J. M. Humphrey & Co., St. John, N.B.; F. W. Knowlton, Canadian manager United Shoe Machinery Co., Montreal; E. E. Donovan, formerly of Cook, Fitzgerald, London; H. E. Marlatt, Marlatt & Armstrong, Oakville, Ont.; Harry Minister, Minister, Myles & Co., Toronto; W. G. Porter, Kentville, N.S.; A. Giard, Montreal; V. Champagny, Montreal; O. Lebeau, Montreal; J. H. Shuman, Amherst, N.S.; W. W. Bernier, W. Best, J. M. Cleary, Levis, P.Q.; W. E. Wilson, Nursery Shoe Co., St. Thomas, Ont.; L. F. Payan, J. R. Payan, E. D. Payan, St. Hyacinthe, P.Q.; G. G. Christian, Harbor Grace, Nfld.; A. Leary, Toronto; W. H. Miner, Miner Rubber Co., Limited, Granby, P.Q.; J. A. Reid, Hartt Boot & Shoe Co., Fredericton, N.B.; W. B. Levack, National Leather Co., Toronto.

The Best Selling Shoes

It is as important that a well ordered shoe stock should contain ample quantities of the best selling sizes as that it should be provided with the best selling styles and qualities. Knowing his best selling sizes, a dealer should provide a suitable method for keeping tab on the sizes in stock, and in that manner provide against the possibility of losing-trade because he is out of the sizes that a majority of the trade requires.



BY THE UNITED SHOE MACHINERY CO. TO THE IMMENSE PLANT OF THE COMPANY AT BEVERLY, MASS. THE MEMBERS ARE GATHERED ON THE OF THEIR THOUSANDS OF EMPLOYEES. IN THE ASSEMBLY WILL BE NOTICED A NUMBER OF REPRESENTATIVE CANADIANS.

Some Stray Shots from "Solomon"

We do too much figuring on what other people will think of us. You would want to hit the man who called you a hypocrite, but just sit down and DON'T FIGURE think how much you do every day that is meant mostly to keep you right in the eyes of your neighbors. This "fear of man" surely "brings a snare" and leads to a raft of lying and deception that must make a lot of us uneasy when we kneel down to say our prayers. Give up this worrying about the other fellow and be man enough to say and do what you think right simply because it is right. Had you done this years ago you would have escaped many a pitfall.

There are lots of mean sneaks who would not put their hands in other men's pockets because it is not "respectable" or because it might get them into the CROOKED "jug" who do not mind pocketing a PARTNERS part of the "swag" if it quietly comes their way. There are men who occupy the "uppermost seats in the synagogue" who, like the Pharisee, thank God they are not as other men are, but they allow things to be done by their partners or employes that will not stand the test of the ten commandments, let alone the "Golden Rule." "Whoso is partner with a thief hateth his own soul." If you are into a game with crooks or have a morally cross-eyed partner, cut loose or you will rue it.

There are plenty of men who do the Nelson act with regard to their needy neighbors. They put the spyglass of indifference to their blind eye of selfishness and DO NOT SEE and do not see the conditions that surround them. There are a whole lot of well-meaning, decent-hearted people who don't want to hear anything about the woes of the poor and who also belong to this blind-eyed brigade. We are apt to discount the first part and utterly disregard the last part of the wise man's saying: "He that giveth unto the poor shall not lack, but he that hideth his eyes shall have many a curse."

A proud man, in nine cases out of ten, has nothing to be proud about. The fellow who throws out his chest, and struts about with a "do you know who I am" air is usually the product of ROTTEN PRIDE money and impudence. "Do you know who I am?" Yes, and if some people would undertake to tell what you are and where you came from you would take the next train out of town if you had any sense of decency. You haven't far to look back to find where these upstarts who brag about their position come from and you needn't look far ahead to know where they will land. "A man's pride will bring him low, but honor shall uphold the humble in spirit." Put that down.

There are few servants who can be left to themselves. If they could they would not be long servants. Don't pay people fifty dollars a month and expect HANDLING HELP the wisdom, push and executive ability of a railroad manager. Don't get out of patience because your help do not get down an hour before they should, and do not spend their nights figuring how they can make you a millionaire. In

human as well as in horse flesh you usually get what you pay for. Now and then a man buys a thousand dollar horse for fifty, but the occasion is not so frequent as to make horse dealing as safe as running an ordinary business. "A servant will not be corrected with words." Show him his duties and see he fulfils them.

You are what you think. You may be a member of the board of aldermen, or even of a church board, and be a liar, thief, libertine or murderer. "As WHAT ARE a man thinketh in his heart, so is he." YOU? Plenty of people would be pirates or thugs if their calling were respectable and had not over it the shadow of the jail or gallows. "A furious man aboundeth in transgression," saith the wise man. There are men who in a passion damn their fellows to hell, which, if there be any truth whatever in religion, is infinitely worse than hitting a man on the head with a billy and leaving him on the roadside.

Few men know how to handle their help. They either treat them as slaves or make cronies of them. Because a man works for you is no reason why you should treat him like dirt or make him SERVANTS AND SONS feel there is a wide gulf fixed between the man at the head of a business and the humble cogs in the machine. On the other hand, it is not necessary to treat every employe in your establishment as though he were your partner or son. Once in a while you will find one who will properly appreciate your kindness, but most employes will take advantage of your "softness." "He that delicately bringeth up his servant from a child shall have him become his son at length."

One thing a man can learn without going to school is how to hold his tongue. Most of the schools teach everything else but that. Some men seem able THE FATAL TONGUE to control everything, from an automobile to corporation stocks, yet have no grip on their tongues. "Seest thou a man hasty in his words, there is more hope of a fool than of him." Are you one of those who are forever going off "half-cocked" and making the excuse that you are plain "Jack Blunt." You are a fool and a hopeless one at that. If you have a grain of sense left get some friend to take you around the corner and kick a little more into you. If you are not too old yet to mend, you may learn to get the better of a fatal habit.

Have you become so absorbed in and by your business that you can't see anything else? Are you one of those back numbers who glory in "work" and NO VISION who call those who take vacations giddy fools? It is not only possible, but highly probable that business will make a mummy of you if you don't keep it in its place. One of the saddest things in the sight of the angels or men is the man whose business runs him. The meanest slave is the one who thinks he is free when he is chained to his job. "Where there is no vision the people perish." Where men become so intent on the dollar or the game of dollar getting that they can't see beyond their noses they perish, as far as true life is concerned.

Value of a Good Mailing List to the Shoe Retailer

Some Methods by Which It Can Be Secured—List Must Be Accurate and Up-To-Date—The Way That It Can Be Extended—All Literature Posted Should Be Attractive and Instructive

Few shoemen seem to realize the value or importance of a good mailing list when sending out booklets, leaflets or folders. There is possibly not one in a dozen, so far as the SHOE AND LEATHER JOURNAL can learn, who has a real, live, up-to-date list—one that is replete, reliable and correct.

Too many retailers, when sending out literature, scatter the seed, if such a term may be employed, broadcast, hoping that some of it will fall on fertile soil and bear fruit. They aim at no mark in particular, except the general public. Many of the names are mis-spelled, the initials are wrong, or the street address and number are not correct, while a proportion of the addressees have either moved away or been called home by the hand of death. The list of such cognomens might be called "deadwood," so far as serving any practical or useful purpose is concerned.

How To Go About It

"How do I get names?" writes a Sherbrooke shoe dealer. "Oh, well, in various ways. I use the city and county directories or secure names from the assessment roll."

And this is a method commonly pursued. It represents too much waste energy; there are too numerous "loopholes." The selection is too general. It must be more specific—more definite—to be of direct benefit.

Have some system. Revise your list at least twice a year, killing all "dead" names or moribund prospects. Think of the time and effort mis-directed, not to speak of the cost of postage or printing, in sending your literature to everybody's customer. Have your own list and do not peddle it around. You hope to secure trade from your publicity methods, but you can reap no reward unless there is some cultivation done. The weeding process has to be undertaken, and the pruning knife applied.

The Telephone Book Helps

"But how can I obtain a select and live list?" inquires a Northern reader. The suburban shoe dealer knows the area of the district to which he can appeal. The telephone book is a source of good names. The persons who have phones are usually of the well-to-do class, and, as the book is issued frequently, the names can be relied upon as fairly up-to-date and correct. The city directory—just after it is issued—is a very good source, but names must be chosen with some measure of care and discrimination.

One Hamilton dealer secures a very full list of names each year by giving away a neat, attractive calendar, requesting each person who desires one to sign, giving name and address. He carries this scheme out tactfully, by remarking that he has only a limited number, and, in order to prevent duplication, and to see that all his patrons secure one, so that no one will be overlooked, he wishes the signatures. The best plan for the shoe merchant is to keep a special indexed book or card system and enter thereon the names which appear at the head of each sales slip, caution being exercised by the clerks to obtain the right name and address of all purchasers. As the majority of town or city patrons have their goods delivered, the information is easily secured. If the customer is a new one or a stranger, a polite request for the name is seldom refused.

A Diplomatic Dealer

A Brantford dealer writes that a stranger will sometimes say, "What do you want to know for? I am paying for the shoes and taking them with me." I then explain that we often send through the post handsome illustrated style booklets, and would like to have the pleasure of forwarding a copy. This satisfies any lurking curiosity in nine-tenths of the instances, and rarely if ever is a name or address refused me. I have found this method to work admirably."

A mailing list is a means of personally and directly expressing to customers your desire to have their trade, and

the returns will be in proportion to the care and thoroughness bestowed on it. Shoe dealers everywhere are losing a certain amount of business to the mail order houses, a class which may be minimized by the proper use of a mailing list, as most mail order purchases are influenced by this very style of attractive advertising literature.

A Splendid Selling Help

A carefully compiled, regularly corrected and revised list is one of the best selling helps that a footwear dealer can possibly have. On the other hand the list which is

He Covers the Ground Well

One of the most genial of shoe travelers is Robert H. Partridge, city man for Ames, Holden, McCready, Limited, Toronto. He broke into the shoe game about twelve years ago, and his first connection was as messenger boy for McKellar and Dallas, later McLaren and Dallas. For four years he represented this house on the road, covering the Niagara Peninsula. He was later with Coates, Burns and Wanless of London, and then spent some years with Robin-



son and Lindsay in the rubber business. Since his present connection with Ames, Holden, McCready, he has traversed Toronto from one end to the other, and worked up a big business for his firm. There is one thing that makes him smile, and that is fat orders. He manages to secure his share. Mr. Partridge is fond of sailing, and spends much of his leisure time on the water. A few years ago he was an active cricketer. He is well liked by a large circle of friends.

never pruned and is left to adjust itself is little more than a waste of money. A retailer should not devote his attention alone to those who come into his store when preparing this list, but should go out and after those outside who have dealt but little at his store.

Secure the co-operation of the manufacturers and jobbers from whom you buy. They will be able to give you many helpful ideas and suggestions to work on. There are endless other ways in which the mailing list may be prepared, and the foot fitter may choose any method that suits his particular business and surroundings best. Perhaps it will be found possible in some of the smaller cities and towns for boot dealers to obtain a list of actual mail order buyers. Some customers who come into the store mention buying shoes from the mail order houses or will tell of acquaintances who have.

The shoeman who puts his list to the most use will naturally get the most out of it. There are many advantages to be obtained through the mailing list over the general newspaper advertisement. The former can be made a special proposition. The essential points concerning those he writes can be incorporated in a way that could not be thought of in the case of a general advertisement. A mailing list will work for you if you make it, and hard too. See

that every form letter you send out is definite and has news interest in it, and besides containing newsy style information presents an indication of prices. It must be made so that it will command attention and consideration.

Have Sales Force Co-Operative

A Winnipeg dealer writes the *SHOE AND LEATHER JOURNAL* of his methods. He says, "I instruct my 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 a very handsome booklet, or some other favor. I get each purchaser to suggest the names of others, who would be pleased to receive the favors also. By this means I not only get the names of people who are actually spending money continually, but also their right names and addresses, and those of other families they know. In the larger stores there is no difficulty in getting in enough names to start a splendid mailing list which may be augmented as time goes on."

The secret is to get a bona fide list first; not a lot of "deadwood," of people who continually use what you handle, 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.

Simpleness a Great Factor in Window Dressing

More Shoe Retailers Should Remember This—Use Your Windows to Offer Suggestions to Customers—They Either Attract or Repel—The Method to Make Them Active Sellers

Whether you want it so or not, your windows will either attract or repel every one who passes them. A person is attracted by a clean, well-kept window just as he is by a well dressed man or woman, and one will hesitate to enter a store with a dirty window just as he will hesitate to shake hands with a dirty tramp—probably he will avoid it altogether.

The very best advertising space you can buy is being paid for every time you pay your rent. It can be made to earn more than any other space in the store. You are wasteful and extravagant if you do not make it earn all it can for you every day in the week.

Getting the Attention of Passers By

The patronage of a store is often largely in its immediate neighborhood, hence most of the people who are passing your store are possible customers, and many who may not be regular customers will become casual ones by the attraction of some shoe in the window which catches their fancy. The profit on such sales is clear.

The advertising manager of a large department store recently said that no store can afford to handle goods which require persistent effort to sell. No shoe retailer can afford to employ all the help he needs during rush hours without having much of it idle at other times.

Every shoe salesman knows that if he could take time to mention a few seasonable articles in the findings line to each customer as he waits on him or her, it would effect a marked increase in his sales.

Why not use your windows to offer these suggestions? They will catch the eye of the customer the clerk is waiting on, as well as the favored customer whom you are giving your personal attention. It will also reach the passing customer of your competitor to whom you do not often get a chance to speak at all.

Selection of Goods

To make the most of show windows, care must be used in selecting the shoes to be displayed in them. It would take more genius than most of us possess to make a miscellaneous jumble of everything in the store attract anybody. Some of the large departmental stores have, perhaps, the finest show windows in the world, and thousands of dollars are spent to provide attractive backgrounds and settings.

When making a display, and when considering the

ability of the mind to retain and assimilate suggestions, remember that simpleness is the greatest factor in promoting retention. Just as the surrounding country becomes blurred and obscured when one is riding in a railway train, because nothing stands out prominently enough to become fixed in the mind, so a jumble of heterogenous objects displayed in a window, without any attempt at harmony or without fulfilling a well designed scheme, make a blurred impression upon the attention of the passerby.

And if the fixtures will more than pay for themselves in direct sales, it is certain that the passerby is being attracted by the neat, clean, up-to-date windows, and that they are creating a good first impression for the store, which is also worth money.

It would seem that the real value of the show window to the modern up-to-date retailer lies in its power to offer concrete suggestions. The human mind is quite observing and very retentive of the simplest things that are brought to its attention every day, and if a window display contains the germ of a material suggestion, the passerby who observes it will be influenced in more ways than one has any idea of. Try it out and see for yourself.

Keep Your Yard Tidy and Clean

"I think it behooves every shoeman to see that his back yard and surrounding premises are kept clean. You cannot call too much attention," said a shoeman, "to this very important matter. It is mighty poor encouragement for one merchant to keep his environs in tidy and attractive order and to have his next door neighbor litter his yard with paper, cans, and refuse of all kinds. I know a certain leading establishment doing business on one of the main thoroughfares of a Canadian city, whose front shop is a model in every respect, but the minute you step out at the rear a different picture is presented to your view. I never saw so many packing cases and such an accumulation of junk and rubbish in all my life. It surely is the duty of the *SHOE AND LEATHER JOURNAL* to urge upon all retailers, who take pride in both their business and their premises, to see that they leave no stone unturned in living up to the principles of neatness, order and arrangement, both inside and outside the shop."

Thinks Manufacturers Should Have In-stock Dept.

Eastern Ontario Retailer Tells How He Broke Into Shoe Game—Anniversary Sales Have Proved to be Decided Attraction—Revolutionizing Methods of Other Days—Has Always Insisted on Proper Fitting

"I would like to see manufacturers carry in stock certain standard lines in men's and women's shoes, so that we could order direct from them and secure what we want without delay and not wait from six to eight weeks to have an order filled. There are certain styles that are staple, so to speak, in both the matter of lasts and patterns, and will always command a ready sale. I should think that manufacturers would be glad to have a stock of such shoes on hand. They would not all the time be expending money for new lasts and I am convinced would find a steady sale at all times for popular shapes. I have just returned from spending several days in Boston, New York, and other centres. In visiting the shoe factories, I was struck with the large number which maintain a well equipped in-stock branch from which the retailer can order half a dozen pairs or as large a number as he wishes and have them shipped the same day. To my mind, the reason that the jobbing business is growing so rapidly in this country is because the wholesalers fill just such a need for the average shoe dealer as I have spoken of."

"I believe strongly in effective window displays and do not hesitate to put tan shoes in our windows as I have an excellent stain which restores faded shoes beautifully. Many dealers are not aware of this and lose time and money fussing with bleached goods. I got the preparation from a reliable firm and it has given splendid satisfaction. I have also a capital outfit for retouching patent leather when the toecaps go dull, a bit is chipped off, or a scratch appears on the surface. It has helped me out of a lot of scrapes and I am sure it will do the same for others. I am not boasting of these things, but think perhaps they are worth mentioning and may be of interest to others in the trade."

How He Started In

So declared Fred R. Foley, proprietor of the Parlor Shoe Store, Bowmanville, Ont., when speaking of the general footwear situation as it appealed to him. He began business in that town eleven years ago. The way he happened to enter the trade is rather interesting in that he had never seen the inside of a shoe shop, except in the guise of a purchaser, previous to embarking in business for himself. He was farming on the old homestead two miles west of Bowmanville, when his wife's health gave out and he moved to town. He came to Toronto and attended a business college for some months intending to go into the hardware trade. He was keeping a set of books for an imaginary wholesale shoe establishment taking off trial balances, preparing statements of assets and liabilities and all that sort of thing, and became interested in the details. He went home one Saturday, marched up the main street of his town and carefully sized up the situation. He came to the conclusion that there was a pretty fair opening right in the lake front town, and after consultation with one or two outsiders, who were in the shoe game, he decided to make a start. He rented a store that had just been vacated by the post office, and came to Toronto to purchase his stock. It was not very heavy, for the amount of cash at his disposal was limited. He had a few hundred dollars of his own, borrowed a few hundred more, and, with a stock of thirteen hundred dollars worth of goods, took the plunge. The first day his receipts were forty dollars and they have been growing ever since, until to-day, Mr. Foley has one of the best managed and brightest

footwear establishments to be found in any of the smaller towns of the province. His business is keeping pace with the growth of Bowmanville.

The First to Insist on Fitting

Recalling his experience Mr. Foley remarked: "When I began here it was the practice to sell shoes over the counter the same as hardware, dry goods and groceries. Such a thing as fitting a shoe on a foot was almost unknown. I started out by insisting that every patron should be properly fitted. I believed they would obtain greater comfort, and the goods would wear much longer. I have always been a crank on foot fitting, and I attribute a good deal of my success to the fact that individual attention has been given to this most important matter. Then I started with one price to everybody, and have rigidly adhered to it. In my early career there used to be considerable haggling and bantering over prices, but that all passed away long ago. People are buying much better footwear now going not on the principle of how cheap, but how good."

Mr. Foley does not run a repair department. All work that comes in or has to be attended to is sent over to a repair shop. He used to conduct such a branch, and, often while looking after a ten or fifteen cent job, missed the sale of a pair of shoes on which the profit would amount to as much as a dozen petty repair transactions. He finds the system of sending out the work is much more satisfactory all around and his main efforts are directed to selling, fitting and suiting customers.

How Anniversary Sales are Featured

He does not follow the usual practice of having a mid-winter and mid-summer sale, but has adopted a plan of his own—that is an anniversary sale, which has become quite a feature in the town. He widely advertises it in the press and by means of leaflets mailed to all his customers. Such a sale is not merely to catch the crowd, for he takes particular pains to point out that he is desirous regular customers, who have loyally supported him, should have the benefit of these



FRED R. FOLEY.



THE PARLOR SHOE STORE, BOWMANVILLE.

special occasions. He is perfectly frank in his statements, makes no claims that he is sacrificing his entire stock at a tremendous loss, or that he is disposing of goods away below cost. His announcement on the last anniversary sale was a clear declaration to the effect every year at the end of March he had a clean up sale, and that to gain public attention he was not going to resort to exaggerated statements or to offer any of the time worn excuses that are made for announcing sales. "But," he added, "we have gone through our stock and have marked down at clearing out prices a lot of odds and ends and remnants of lines that we are not re-ordering. Here are bargains for everybody, and, just before itemizing the list, let us impress upon you the fact that these goods are not shop worn or out-of-date styles. They include some of our very best lines for men and women." Then follows the number of pairs in each line, a short description of each, the former price and the reduced figure at which they are to go.

By this anniversary sale the Parlor Shoe Store manages to keep its shelves clear of warmers and stickers. If the proprietor finds that some lines during the remaining twelve months are moving too leisurely, he uses a bargain table or calls the attention of regular customers to what is special. He has never resorted to any premium scheme to build up trade. He is a liberal user of printers' ink, both in display and reading announcements, and gains the good wishes of mothers by presenting each new cherub in the family with a pair of infants' soft sole shoes. He finds this plan a good one.

Window Trims That Attract

That courtesy and prompt attention with a pleasant word for every one go a long way in attracting trade there is no doubt. Mr. Foley believes in as efficient a service as it is possible to give. He is of the opinion that timely and seasonable window trims draw immensely well. He also has plants and flowers in the store. Recently he had a tan and white window, with not too many shoes displayed. The flooring was of blue sateen and the background of white and blue, while several Japanese wall vases in white with blue block designs, at the side and back of the window, filled with artificial flowers, presented a pretty picture. Several white boxlike pedestals, covered with blue sateen blocks (the stands being made from packing boxes), added to the inviting effect.

In another window were black and tan shoes, both high and low cuts, with tan flooring and ornamental crepe paper background. Crepe papers of different designs are used to good advantage during the Christmas season, Victoria Day, Dominion Day, Thanksgiving Day and other occasions, which make the window trims very appropriate. The passer-by does not gaze upon the same flooring and background which, many merchants seem to forget, is an important part in all decorative plans.

Stock is Well Handled

Although the ground floor of the Parlor Shoe Store which is most centrally located, is not large, being 66 feet deep and 22 feet wide, trunks, traveling bags, and suit cases are profitably handled, and by an economy of space are carried so as to be handy and well displayed. A movable rack just at the rear of one of the windows is convenient and exhibits suit cases and hand bags admirably. On the opposite side of the store is a silent showcase for showing findings, and just back of this is a special children's department. The proprietor believes that traveling goods are a paying line but should be well displayed and given close attention.

Local People Tendered Good Advice

He advises people in his town to do their shoe shopping on other days of the week than Saturday if at all possible. He is then in a position to give them more careful super-

vision and better fitting. Often when certain regular customers enter on a Saturday night and when the store is crowded Mr. Foley will politely point out that, if it is convenient to come some other time, he will see that they are shown the best in stock, that they are suited in the matter of style, leather, last and fit. They generally appreciate the kindness and personal interest and no patrons have ever taken offence. Of course, the thing has to be done tactfully and pleasantly.

An Expert Maker of Patterns



Albert Stuckey, who, some time ago, bought out the Durrell Pattern Co., 12 Lombard Street, Toronto, has had over twenty years experience as a shoe worker, and believes there is a growing field for the designing and making of up-to-date footwear patterns. He began his career with the old firm of Harvey and Van Norman, on Front Street West, and for a number of years was with the J. D. King Co., largely engaged in the making of their patterns. For the past five years he was foreman of the fitting room of Walker, Parker & Co., Toronto, and, on the retirement of Mr. Durrell, owing to advancing years, took over his business. Mr. Stuckey is a Toronto boy, who has made many friends in the trade, all of whom will wish him success in his new enterprise. His shop is equipped with a standard model, power grader and cutting machine, operated by electricity, and also with a Hartford grader and binder. He is turning out a large number of patterns in galvanized iron and brass-bound mill board. The firm of A. Stuckey and Co. is the only one in Toronto engaged in this line of business.

Amusing Anecdotes of a Retailer

"Yes, I have had some experiences, amusing and otherwise, in selling shoes," said a Western shoeman, "but I like the business and take a pride in it. I believe a shoeman should take a holiday once in a while, go to some large centres and get fresh ideas. It tends to broaden his vision and give him valuable pointers. I learned a great deal at the recent Shoe and Leather Market Fair in Boston, and have a plan for the general re-arrangement of my stock for better handling and more efficient service. Probably, as funny an incident as ever came under my notice was when a woman entered one day and wanted a pair of Oxfords. I removed her shoe to fit her, and, when it was off, her stocking did not have one hole, but many. It was so badly worn that it literally had no foot—nothing but the leg. She calmly proceeded to unwrap a parcel which she carried, and, taking off the ancient pair began putting on a new pair of hose. She was not in the least disturbed and offered no word of explanation or apology. She put on the brand new pair, and she did not care who knew it."

"A young fellow came in one Saturday night stating that his boots hurt him and he wanted a new pair. He would not try them on but said that he guessed they were big enough. He told me that he had bought by mail order the pair which he had on from a departmental store in Toronto, and that he had secured a bargain, only that the footwear was too tight. I volunteered to stretch the shoes for him, and make them feel easier on his feet. He accepted my offer, and, on removing them, exhibited a pair of dirty bare feet, which had not seen socks for days. He had been wearing the boots without socks in the hope of breaking them in, as he said. He told me that there was not sufficient room in the pair for his feet and socks at the same time, and as he could not very well remove his feet, he had decided to leave off his socks."

From the Cow Pasture to the Shelf of Retailer

The Methods and Machines, the System and Processes in Shoe Manufacturing To-day—Evolution From the Clumsy Brogan to the Daintiest Slipper—Shoes to Catch the Eye, Fit the Foot and Suit the Pocket Book

The common, ready-to-wear shoe, whether it cost \$3 or \$8, is one of the real marvels of the age. It costs no more than did the clumsy old brogan of revolutionary times, yet it is infinitely better made than were the \$100 silk shoes which milady imported from Paris at the same time.

It has been said that there is no article of popular usage to-day (except the timepiece) which necessitates so many and such complicated operations in the course of its making as does the shoe. And when it is considered that from 100 to 200 different processes are requisite to the finishing of an ordinary \$4 pair of walking shoes, there can be little questioning of this fact.

The modern system by which an out-at-toe pedestrian walks into a shoe retailer's shop and within five minutes can be accurately fitted with a shoe in any one of 50 different grades or 300 different styles, and walks out again securely shod for perhaps six months, and comfortably shod too, without real cause for complaint, is one of the mysteries of the times.

Napoleon was forced to have his new shoes broken in by an aide-de-camp, because their stiffness and roughness were always excruciating. But instantaneous foot comfort is now guaranteed to every shoe buyer.

Neither does the modern man have to have a model of his foot made first (as used to be) and then wait to have his shoes made to fit. No, the trade has anticipated his every want. There is a shoe to suit every man, that will, unless his feet are truly abnormal, fit and fit to suit his whim, whether one sixteenth of an inch wider or shorter, bigger in the box or narrower in the instep—it does not matter.

Unlimited Choice in Shoes

And not only that—he can have his choice in twenty odd different kinds of leathers, three hundred odd variations of style. A dozen different colors and “toes” are haled forth by the discriminating salesman to solicit his approval. (Of course, an indiscriminating salesman would display a great many more.)

But not even the most finicky of men can long withstand the resources of a modern salesman who knows how to please. No matter what his choice and desire, there is always something in stock that will just “meet his wishes.”

A leading retailer has declared that a shoe must be made—first, to catch the eye; second, to fit the foot, and third, to suit the pocketbook. Therefore, it is obvious that style is an important factor in this shoe of ours. For the manufacturer depends on the retailer and his desires as the retailer depends on his customers and their preferences when he plans out the making of a new shoe.

The first thing that must be decided about the new shoe is its style—that is, the cut and shape of its various parts, its color, trimming and “look.”

And before the manufacturer will spend the millions of dollars which he will have to spend on skins, thread, buttons, cloth lining and outer fabrics, sole leather, tacks, cement and machines and help, in order to provide for his season's output, he wants to get the retailer's order. He wants to be sure that he can dispose of these shoes.

Therefore, without considering the cost, he starts in to make “samples”—that is, specially constructed shoes which will show exactly what “line” the factory believes a good wearing, quick selling shoe.

In other words, he perfects an ideal shoe—before he starts in to make real shoes. The “sample” is the salesman's best friend. It is supposed to be “what the public wants.”

And this friend goes out to the retailer a year before the manufacturer gets his factory cleared for the season's work. And, as this or that sample proves most popular

and brings in the most orders, so the factory finds its work laid out.

The clever manufacturer makes up anywhere from 50 to 300 different samples. And from 10 to 20 of these determine the bulk of his sales.

Buying Raw Materials

When the style is thus determined the manufacturer immediately places his orders with the tanners, the cotton mills, the button factories, the dealers in “findings,” hires his help and “arranges” his factory facilities.

The “office” has this difficult task—of arranging the schedule for “making” so as to equalize the burden as much as possible throughout the year. On the company's ability to employ its help constantly, depends their chance of holding good workmen, and in the shoe careful, expert workmanship is a prime essential.

And not only that, but when the manufacturer goes in for high-grade shoes and panders to the small retailers, who

Galaxy of Youth and Beauty



A COSY CORNER IN THE QUAKER SHOE CO.'S OFFICE, MONTREAL.

order in job lots rather than by wholesale, this task becomes the most complex problem. Incoming orders must be regulated so that "rush" can be gotten out on time. Different materials to meet the demand must be handy.

Every want of this huge factory, with its 400 or 500 hands, must be anticipated, so that help will not be idle, that machines will keep busy and the huge "stock," into which the company has sunk millions of dollars, can be kept moving rapidly to destroy interest charges and make the quickest returns.

Each factory is limited in the number of pairs of any given style which it can make. And if provision has been made for many different styles, there is the added necessity put on the selling office of keeping the orders well "balanced."

A Shoe in the Making

But now, to deal simply and straightforwardly with the story of a typical shoe (any typical one out of 600,000,000 America makes annually), we will suppose that the tanners have supplied the every want of the maker for chrome tanned uppers, for "nobby" effects in finishes, for a solid oak-tanned sole leather, and that the dealers in "findings" have co-operated with him in securing the daintiest style of cloth tops and buttons; that the linings are piled high in clean bales; that buttons of many kinds and tons of tacks, nails, thread, glue, cement, stain, wax, polishes, etc., are all in the warehouse.

And, most important of all, that the manufacturer and his allies are on good friendly terms with the shoeworkers' unions, so that good help appears plentiful.

The order is for so many cases of shoes, to be shipped at such a date and they range through eight or ten sizes. They may be either a new freak style which will necessitate some pattern-making, or they are of an old "standby" type for which patterns have always been on hand.

Office Preparations

If the order is for a "runner" which has caught retailers' fancy everywhere—so much the better; there is good profit in that, and perhaps a small fortune.

Now the tag is the first consideration. For it is the only guide which the foremen and operatives have to direct them in the many processes which go to make the shoe, and each one of which is equally important if the finished product be a comfortable, pliable shoe, conforming to its model without wrinkles, warping or uneven tensions.

There are seven to ten copies of the "tag" made out on a flatbed typewriter. These tags specify (and each factory has a different system of notation) each and every detail.

Accuracy here is of the greatest importance, so that the cutters of upper leather will select the exactly accurate pattern from the million others in their pattern-filing room to cut the vamp, quarters, foxings, tips and stays-by. So that the sole leather department will have both insole and outsole uniform and rounded to match the uppers without undue waste. So that the linings department will cut their linings by the same pattern as the upper leather cutters use. So that stiffenings will be just so and supports and stays all fit properly in place. So that when the "kippiest" blucher is vamped, it will present a smooth, pleasing appearance. So that every one of the 40-odd pieces used will perform in its proper place and round out the shoe and its mate into a perfect pair, the exact duplicate of the "sample" which the retailer ordered a year or less ago from the sales man away out in Ypsilanti or Goshen, or El Paso or Seattle.

Date Sheet System

Not only must the tag be explicit on every detail and show clearly and accurately each process but its system of notation must be plain to every workman who follows it—and workmen now are of many nationalities.

The tag constitutes one of the units which shows on the "date sheet." This is a most important feature, and is

also made out in duplicates. The date sheet is a tally of all the separate "jobs" of shoes with their varying peculiarities and specifications, which have been put into the mill for one day's work.

The "date sheet" is the visible medium by which each day's "putting in" is kept together and moved systematically through the factory from one department to another. According to the factory system, a certain "putting in" of orders is due out of the cutting room into the assembling room on a certain date. After a certain date they are due into the stitching room and out of that into the "making" department and so on.

The "date sheet" is like a train dispatcher's map whereon the different rooms correspond to the railroad's stations. And as it proceeds from one room to another, each lot of shoes is checked off as received, and whatever lots are ahead of schedule or behind the schedule can be treated so as to keep with the main batch.

On this date sheet there is a maximum number of each "putting in" of different sorts, and opposite the number of pairs of that sort which was put in. These added up will approximate the average day's work which the factory can do.

And this system of keeping tally is one of the most effective improvements made in the course of modern shoemaking. By it each day's putting in is kept moving steadily; is kept carefully accounted for in each department, and by it the office can readily tell when they will be able to ship orders and just "where they are at" all the time.

Now with tags and date sheets in duplicates all made out and distributed to the various departments, let us go to the upper cutting room where the materials are assembled and given out.

Piled high in rough bales or laid out neatly in dozens are the leather "sides" and skins of all descriptions. Tanners from all over the world are represented here with a wonderful array of stock.

There are kangaroo skins from Australia; splendid goat skins from India and our western states; Shrewsbury grains made from the skins of milkfed calves in Paris; pig skin stock from Kansas City for fine insoles; freak elk or moose and deer skins, Russian and Morocco leathers, tan calf patent colt, horse, gun metal and other dull finishes, buckskin and suedes, and canvas for outing shoes. All colors and kinds of finishes, thin stock to thick stock for pumps, fine tips, heavy boots, etc.

Then besides the leathers there are a score of different kinds of cotton cloth which go into the make-up of the shoe as linings, fancy cloth uppers and "stays" or reinforcements. There are drills, ducks, flannels, twills, sheetings and satens in different patterns, qualities and colors, so that the array is bewildering.

Yet in the midst of this storeroom there are clerks serenely busy at "giving out" the work, carefully measuring out the number of feet required for each order and entering the records on their books. The leather stock is expensive, ranging from 10 cents per foot up to 50 for ordinary stuff.

Use of Patterns

Next we pass on to the pattern room which is at one end of the cutting room. It is arranged like a gigantic card index. The patterns are of pasteboard, very durable, with metallic edges, which the cutter places carefully on over his leather hide, and with a sharp small knife quickly cuts out the required piece.

There appear to be millions and millions of patterns—all different—in the rows or rows of slots, each with hieroglyphics to denominate their size and type, so that the small boys who work here may quickly pick out the required patterns when in stock, and as quickly file them back in their places when the cutters have used them. None must be mislaid or missed.

(To be continued in our next issue)

The Evolution of the Modern Repair Shop

They Are Found To-day With Plate Glass Fronts, Easy Chairs and Rest Rooms—It Costs as Much To-day to Fix Up a First-class Shoe Repair Shop as It Did a Factory Forty Years Ago

How things have changed in the past few years in the way of repairing our shoes! There was in years past the village, or neighbor shoemaker who did all the repairing of the footwear, cutting his soles and half-soles and heel pieces from whole sides of leather with a common shoe knife, says Hide & Leather.

Then there came the tap cutter, who cut half-soles from the whole side and made selections of different qualities and thickness of the sole leather so the repair man could buy a dozen pairs of the best heavy stock or a dozen pairs of the light, thin, poor stock. As the tap cutter assorted them and put them up, a dozen pairs in a package, doing the same with the lifts, which are used to fix up the heels of the shoes when worn off on one side, the leather cutter began to cut strips of sole leather from which a pair of half-soles were made and assorted according to weight and grade. They then cut jumbo square pieces from which could be cut two pairs of half-soles. These were also selected as to grade, quality and thickness, and sold by the dozen blocks in packages, and different thicknesses went by the weight, as 9-pound blocks, 10-pound blocks, or 24 pairs of half-soles, and were sold at so much per pound for the heavy clear grades and so much for the branded, scratched and so on, prices being made per pound, according to the value of the stock. Tap cutters make fifty-two grades, weights and kinds of pieces from one side of sole leather, for repairing shoes, so a repair man can buy a half-sole at almost any price he wants to pay for it. Some buy half-soles that cost \$4.00 per dozen pair, wholesale, to the jobber, and jumbo oak blocks cost as high as \$9.00 per

dozen. Then, again, half-soles can be bought by the dozen as low as \$1.85, for poor, soft, thin stock, which are used to fix up second-hand shoes.

Neatly and With Dispatch

The story of second-hand shoes I will tell you later. It will surprise you. Now we have the new up-to-date repair shop all fitted up with all kinds of machines to fix the different parts of the shoes, also the various makes. If the shoe be a Goodyear welt the half-sole is sewed on; if a McKay sewed sole, the sole is put on by a McKay sewing machine, or if a nailed or Standard screw made shoe, the sole is nailed on and then the edges are trimmed smooth and the heel sandpapered, and both are then polished and bottom finished, so as to make the shoe look almost new, all done while you wait, and not like the old-time shoe repair man, who kept your shoes for a couple of days to fix and when you called could not find them until he had hunted the shop or some dark, dingy, little room. Now, we have shops on the main business streets, with big store rooms, plenty of light, easy chairs, and papers to read while several workmen are busy fixing your shoes.

Set Price for the Work

The cost to-day to fix up a first-class, up-to-date repair shoe shop is more than it cost to fix up a factory to make shoes 40 years ago. Since we have the new repair shops a set price is made on half-soles for men's, women's and boys' shoes; also certain prices for nailed or sewed work. Some places will put on a half-sole on a man's shoe, nailed, for

A WELL EQUIPPED WESTERN REPAIR SHOP



THE INTERIOR OF GEORGE H. MORRIS'S REPAIR SHOP, 623 BROADWAY STREET W., VANCOUVER, B.C.

35 cents, which is very cheap, considering the material and time, beside general expenses, and it is those repair men with a close price that create the demand for the 9-pound block and want it instead of the regular cut half-soles, because by close cutting they can save a piece in the center after cutting two pairs of half-soles that will make a small top lift, so it is economy to cut the jumbo blocks and not use the cut taps, which accounts for the demand for blocks becoming greater all the while and the demand for the cut tap soles getting less.

Men Who Repair Their Own Shoes

Then we have another source of repair, which is the mechanic who does his own repair work and that of the family. He is not a person who is posted on the quality of sole leather, so he buys strips and jumbos and medium class of stock. This class of trade is not reached through the regular shoe and leather jobber, but all the big wholesale hardware companies and wholesale grocery houses sell a large amount of strips and jumbos to the country stores to be sold to the farmers and mechanics of the small towns, where there are no regular repair men, and the people fix their own shoes and prefer strips and jumbos to the regular cut tap sole. So he gets a strip and cuts big soles and little ones from it. This works against the stock of cut taps. There are tanners of fine grades of sole leather who cut the whole product of the tannery into jumbo blocks and when people go into an up-to-date repair shop they are shown a square piece of leather from which the repair man cuts his half-soles, so, when the man wants to fix his own shoes he procures a block of sole leather like the one he saw in the repair shop, or a strip from which to cut all sizes of half-soles.

The Way to Succeed

No great work was ever accomplished by a person addicted to "loose" thinking. Put your thought into your work. Every idle thought takes away from your power and success.

Three words tell the way for you to perform any important work:

Conception, concentration, completion. First, you conceive the idea; second, you concentrate upon the idea; third, you go straight ahead and complete the work.

You cannot have too much force of character. As you develop your force of character you increase your power for attracting success.

Intellect without power is of little value. It is like a locomotive without steam.

What Is Selling in Boston

Boston, as the greatest shoe and leather centre in America, usually sets the pace as far as shoe fashions are concerned. This season one sees very little but pumps. All kinds and styles of leather and finish are represented, but pumps certainly have the call, and prominent among them are the colonial styles. There are many handsome colonials on Boston streets and in the show windows every day. Gunmetal seems to be the favorite, with tans a close second. Patents do not seem to be as popular this season, gunmetal having largely replaced them, although they are somewhat in evidence. The satin colonial pump is also in style for street wear on fine days, and for house wear at any time.

One thing about most of the pumps this season is the non-gap vamp top most of them have. Formerly pumps were made largely on Oxford lasts, with the result that they usually began to gap at the ankle after a few days' use, and before long looked very sloppy. Now, however, they are being built on specialized lasts that hug the ankle tightly and look very neat.

In buckles, metal styles seem to predominate, though leather-covered buckles are frequently seen. Both round and fancy square styles are seen, in silver, black, gunmetal, and occasionally in gilt.

Buttons are very strong with wearers who do not wear pumps, in Oxfords as well as bals. This is a big button year.

Receding toes are coming in very rapidly. The high

toe or medium high toe is very much less seen than is the receding last, though at times one sees the receding medium toe. In Boston many of the dealers seem convinced that receding toes are coming in again. Some doubt it, but in general the store windows reflect this belief.

For next season the tendency is for leather-covered buckles and bows on pumps for street wear, with some metal buckles also showing. For evening wear, rhinestone buckles and fancy heel ornaments will be in vogue; also gold and dull silver buckles.

It is a white year this year, and next year there will be the same run on white footwear from all expectations. White nubuck is much in evidence, with a little Imperial nubuck showing.

Some patent vamp buttons with white nubuck uppers are also worn, and are fairly popular.

A Time-Honored Shoe

The accompanying cut is that of a child's high boot, which is sixty-seven years old. The size is seven. It is a split with red kid facing at the top, copper toe, square counter, and there is no crimping at the instep. The heel is made of pieced lifts, the same as used to-day in certain grades of shoes. The boot is unlined and is the property of George



St. Leger, of the St. Leger Shoe Co., Toronto. It was made by Foot, Kellogg & Co., of St. Paul, Minn., now Foot, Schulze & Co., for which firm Mr. St. Leger traveled for twelve years. He obtained the boot from a customer of that house and regards it as an interesting curio.

Pertinent Remarks on Some Retail Advertising

Value of Harmonious Styles and Sizes of Type—Value of Definite Headings—"Balance" a Feature of Retail Ad. Set-up Too Often Neglected—Well to Emphasize Details in Announcing Sales

Is it sometimes difficult to properly and helpfully criticize retail ads. unless one first knows the surroundings of the ad. in question. One may sometimes criticize, for example, an ad. for too heavy a type display, when, as a matter of fact, the ad may be surrounded by heavy black type and

Button Boots WITH THE NEW TOE.

Summer Style and Comfort Combined.
Three leathers. All Solid and High Grade Finish.
BOX CALF at \$4.90.
PATENT LEATHER at \$5.00.
TAN LEATHER at \$5.25.
All from reliable makers.

**Cash Boot and Shoe Store, Clayton Building
Barrington Street.**

3-INCH 2-COL. HALIFAX AD.

hence may not in itself appear so poorly displayed as it would appear if the ad. itself were considered alone.

The ad. of the Cash Boot and Shoe Store falls in this class. The heading is too heavily displayed for the size of the ad. A heavy type like this would be better for advertising machinery than for shoes. Of course, the ad. does not appear badly displayed because most of the ads around it are set in heavy type, but it could appear to much better advantage and would stand out more clearly if the type used were of a much lighter nature. The very contrast with the surroundings would cause the ad. to show up distinctively the minute one glanced at this page.

However, the heading is good. It starts out with a definite statement, and that is always the best way to plan headings. The copy gives good selling points in a brief yet pointed manner. Prices are mentioned for the different leathers, and this is as it should be. Of course, considerably more selling points could be mentioned, but possibly this is but one of the series of ads dealing with this subject. The border is about right for the heavy type here used, but with lighter type, a two or three-point border would be sufficient.

Tuttle's ad. is distinctive. It calls attention to just one point, which is the Saturday sale of \$3.50 men's shoes. The firm name is also in distinctive type, and the heavy face black type used throughout the ad. harmonizes splendidly with the border. The illustration is a very good line cut and shows up details as well as it is possible for the ordinary newspaper cut to do.

This shoe man is evidently very well known in Halifax and feels that it is not necessary to do more than call attention to the fact that shoes of a certain price are being offered for sale on a certain day. In the case of a shoe man not so well known, however, it would be well to stipulate just what some of the bargains consist of. In this case the name is considered sufficient guarantee of the value of this sale to the consumer. The ad. has a catchy appearance and is very pleasing to the eye.

Wm. Taylor & Co.'s ad. looks neat and well set up except that it may be criticized because of the too great amount of black faced type in the bottom of the ad., which gives the ad. an unbalanced appearance. If the three lines in heavy black faced type just over the firm name were put in black faced type the same size as the lighter face type above the ad. would look better and have a more balanced effect. The heavy black lines would be seen just as well.

The heading is good and brief, which is a necessary feature. The copy is appropriate considering the fact that the young men's trade is being sought after. It is of a somewhat general nature and on that account could very profitably be followed up by a short series of ads going into

. Smart Shoes .

The Young Men are somewhat stirred up over
our Swell Shoes.

Well, it's true, they're CERTAINLY "IT."

We know what Young Men want in Footwear,
and we always make it our business to have just
the proper thing.

Our Shoes have that swagger look, so dear to
the heart of the Young Men. We've the

Brightest Ideas From The Best Makers.

**See our Special Lines at \$3.00--
Shoes and Oxfords.**

WM. TAYLOR & CO., Limited,
"SHOE MEN"
156 Granville Street.

5½-INCH 2-COL. AD. OF HALIFAX FIRM.

more complete details about the different lines of young men's shoes carried. The fact that there is no border around this ad. which is surrounded on three sides with ads showing heavy black borders, causes the ad. to stand out exceedingly well. The heading, however, would look better if the type were slightly more extended and the two heavy dots taken away from the ends of the lines. They serve no useful purpose.

D. W. Downey's ad. is well displayed and set up. The form of set-up corresponds to a bulletin and hence the heading is decidedly concise and appropriate. The border



**TOMORROW
SATURDAY**

**OUR
BIG
\$3.50
SALE
MEN'S
SHOES**

TUTTLE'S
203 Barrington St.

5-IN. SINGLE-COL. HALIFAX AD.

is of the parallel rule variety and forms an appropriate setting for the ad. It, however, should be carefully set up; the compositor's work on this border is not very good. The same applies to the bottom line of the heading where the last letter of the word "Saturday" is missing. This is doubtless due to its having dropped a little below the level of the rest of the line when the form was being made up. Reasonable care will obviate this.

The copy itself is very good and gives good selling points in most of the lines. It tells exactly what broken lots are

OUR BULLETIN
OF MONEY SAVING ITEMS ON SALE
Friday--Saturday

12 pairs Women's Tan Ankle Strap Pumps, worth \$2.00; Special price	\$1.15
50 pairs Women's Oxfords and Pumps, tan calfskin, gunmetal and patent, every pair Goodyear welted soles, all sizes in lot, worth \$4.00. Special price	\$1.95
15 pairs Women's Tan Oxfords, worth \$2.50; Special price	\$1.45
18 pairs Women's White Canvas Oxfords and Pumps, sizes 2½, 3, 4; to 6½, worth \$2.00; Special price	95c
25 pairs Men's Patent Leather Oxfords, all sizes, worth \$4.00. Special price	\$2.65
22 pairs Men's White Canvas Oxfords and High Shoes, worth \$2.00; Special price	\$1.45
35 pairs Men's Tan Calfskin and Gunmetal Oxfords, worth \$4.50. Special price	\$3.45

D. W. DOWNEY
BROCKVILLE'S BIGGEST SHOE CLOTHING, HAT AND GENT'S FURNISHING STORE.

A 5-INCH 2-COL. BROCKVILLE AD.

on sale, the quantity and quality of each lot, as well as the original and the present selling price. The firm name is well displayed, but a stranger in Brockville would prefer to see the address given in a town the size of Brockville. It takes up little space and saves questioning. It is a splendid idea to have the reduced prices in the larger black face type.

Are Increased Prices Justifiable?

Shoe Manufacturers Should Not Be Blamed—Along With Tanners They Are Up Against Unusual Conditions in the Hide Markets of the World

It is only fair that the SHOE AND LEATHER JOURNAL should take up the cudgels in defence of the action of shoe manufacturers generally in boosting prices on their spring lines, especially in view of the considerable amount of editorial balderdash that the Canadian public—and incidentally the Canadian shoe retailers—have been treated to by a daily press, which, generally speaking, has one eye fixed firmly on any war cry that will secure the public attention. If some of these editorial gentlemen were only as conversant with the facts as they are ready to comment on the alleged situation, due to a so-called shoe trust, there would be far less paper wasted and certainly many less wrong impressions created.

Where The Manufacturer Stands

First and foremost, let us remark that Canadian manufacturers are *not* responsible for the proposed increase in prices. This has surely been made evident in these columns on different occasions recently. The shoe manufacturer is

between the "devil and the deep sea"; if he does not raise his prices he cannot make a legitimate profit on the large amount of capital and the immense amount of responsibility connected with his business. If he is courageous enough to raise his prices he is advised by the retailer and by a certain section of the press throughout the country that he is trying to "hog" all the profits.

Now, nothing can be further from the truth. *Leather is soaring so high that the shoe manufacturer is in a genuine quandary.* He not only has to pay greatly increased prices for leather of all kinds, but he cannot secure all the leather he needs, even when he is willing to pay almost any price for it to get his orders out on time. This is what is keeping many a retailer waiting to-day wondering why he cannot secure delivery from the manufacturer. In possibly 80 per cent. of such cases, the leather man is holding the manufacturer up because of the non-delivery of leather contracted for weeks before.

Public Must Pay More

And the leather man is hardly to blame either. The high price and the scarcity of good hides is worrying him more than a little. In fact, one leather man said recently that in some lines they were at an absolute loss to know where to turn for hides. Now, it is easy enough to blame such a condition of affairs on some alleged trust, but if there is a trust at all behind the scenes, it is the packers in Chicago and other points who have dictated the prices of meat to such an extent that quite frequently cattle raisers have found their business unprofitable, and hence have embarked in other lines of endeavor. Not only this, but the rancher is gradually being forced out of existence by the encroachment of the small farmer on what used to be the preserves of the big rancher. This is due, of course, to irrigation and other schemes of settlement, and it all reacts on the shoe manufacturer and causes him no little worry.

The only remedy is that the public will have to pay more, and this is what some of the daily press, that likes to pose as the guardian of the dear public's rights, is raising such an ado about. Under the circumstances, the only thing for the retailer to do is to boost his prices accordingly and to explain to his customers just why he has had to do so. There is no way out in spite of what the cure-alls would have us believe. Government intervention or any other such cavalier action will not remedy a state of affairs that has been caused by the natural action of the laws of supply and demand.



W. D. BENNETT

Vice-president of the Jacobsen Publishing Co., and vice-president of the Shoe and Leather Fair, which was recently held in Boston and proved such a splendid success.

More Racy Gossip on Spring Styles

(Continued from page 30)

quite frequently seen, although they are a little bit too pronounced for the average taste.

Of course, many manufacturers swear by the bow as being much more quiet and refined than the buckle, and on the ordinary style of pumps bows will be quite generally seen. There is no question, however, but that buckles, especially those of quiet, refined appearance, are ousting bows, at least for this season. One thing in favor of the average pump these days, which makes it so strong a favorite with the public, is the tight-fitting top. Pumps are no longer made over Oxford lasts, as was the case in the old days, and a woman can buy any medium-priced pump these days with the assurance that it will gap very little while walking, and slip up and down not at all.

What's Doing in Leathers

In leathers, tans will, of course, be strong, as usual, especially in men's shoes. In women's lines it is probable that gunmetal will still continue to have the call. It is



WOMEN'S NEW SEMI-HIGH CUT, SIX EYELETS, PATENT VAMP AND FOXING, SILK CRAVENETTE TOP, SLIGHTLY RECEDING TOE, BY THE MINISTER-MYLES SHOE CO

pretty hard to shake the confidence of the feminine public in gunmetal leather. It usually looks neat and dressy, and will keep a decent appearance much longer than a tan, for example. Be that as it may, gunmetals will be strong for next season, especially in women's shoes. The hard leathers will also be generally in evidence in the higher class lines, as, while kid and like lines are coming back slowly, they are not yet sufficiently in the confidence of the public to assure extensive wear. While comfortable, they show more tendency to spread and become "sloppy" in appearance with age.

Fabrics Quite Popular

Fabrics will be extensively worn in women's shoes this season. With gunmetals and patents a great deal of black and white whipcord tops are seen. Satins will also be a little in evidence, especially in women's pumps. Several other kinds of fabrics are also being used. Just here it may be stated that quite a number of samples of women's pumps in ooze calf are seen. This seems to be a favorite wherever worn, as it is soft and dressy looking.

A style that is quite frequently seen in women's shoes is a patent leather with a white nubuck upper. This is a button boot. There is considerable demand for it in Eastern American cities, and a few samples will be shown this year by Canadian manufacturers. White goods will also be in demand, not only canvas lines, but also white nubuck,

which had a big run this season, and will likely have an equally large or even larger demand next season.

In buttons, among the very high class goods many shoes of from 15 to 17 buttons are seen, while some lines do not go higher than 12. In the medium grade lines 14 buttons would be a good average.

Specific details as to what some Canadian manufacturers are showing for the coming spring season is not included to any extent in this summary, as a great many of them are busily engaged in putting the finishing touches on their samples preparatory to sending their travelers out among the trade in the course of the next fortnight. In the next issue of the SHOE AND LEATHER JOURNAL, however, many specific details as to what the manufacturers are showing the trade will be presented. Watch for these details, as they will be of decided interest to every retailer.

Shoe Houses Are Busy

Jobbers are pretty busy with sorting orders and report that retailers are doing a fair trade throughout the country. Many wholesale houses are now shipping out fall goods and retailers generally are conducting their midsummer sales in order to clear out certain lines and make room for fall offerings. All the shoe factories are busy with their fall runs and some are working overtime in order to keep up with the rush. The general word with the factories is that business with them was never better, and that the output will be away ahead of the corresponding period last year. Spring samples are now complete in certain factories, and other firms will have all the new things ready by September 1st. The various rubber footwear manufacturing companies are engaged shipping goods. The shipments are going out in fine style, owing to a much larger number of placing orders having been given this spring than usual, which puts the manufacturers on a basis of knowing definitely where they are at. In reference to the prices for leather shoes, the quotations, in every instance, are higher, owing to the stiff and constantly advancing figure for leather of all kinds. The range of prices will run from ten to twenty-five cents per pair more, and manufacturers seem disposed to keep their products up to a high standard rather than make down to a price or "skin the shoe." It is reported there will be further increases in leather prices in the near future. Some Western representatives for Eastern houses have already left for their ground with spring and summer samples. Others will go next week, and, by the end of the month, all the travelers doing the prairie provinces will be on the job.

The Making of a Last

Difficult as the production of the high-instepped, gracefully-modeled wooden last appears to the layman, says the Boston Herald, its manufacture has been simplified since the days of hand workmen by the introduction of a very efficient machine for the work. This machine takes the last blocks, after they have been rough turned and kiln dried for about seven weeks, and automatically shapes them down so as to conform in the minutest details with a given model which the "last man" has shaped with his delicate tools according to the manufacturers' idea of style.

White Heels for White Shoes

Experiments are being made for the purpose of putting on the market a white finish for leather heels on white buck boots, says Lynn Item. The common way of making white heels to match white buck tops is to use wooden heels, covered with white buck or coated with white enamel. It is easy to finish leather heels in a leather color, and such heels are commonly used in making white boots. But it is very difficult to finish leather heels with a good white color, because the red of the leather persists in striking through the finish. Lately, some degree of success has been gained in the matter of putting a white finish on leather heels, and it is possible that such heels will be used on many white shoes another season.

Doings of the Trade in Good Old Summer Time

H. Hopkinson has opened a boot and shoe repair shop in Red Deer Alberta.

Alfred Bedard, of Montreal, shoe dealer, has assigned to J. Desautels.

Mrs. A. Terroux, shoes, Montreal, has assigned to A. Desmarteau.

A. J. Clapp, shoe dealer, of Vancouver, has disposed of his stock.

H. H. Eastland & Co. are starting a shoe store in Calgary.

The assets of Alex. Boisjoli, shoe dealer, Quebec, were sold on July 25th.

The assets of Israel Capelovici, shoe dealer, Montreal, were sold on July 26th.

C. Switzer, shoe dealer, of Sunderland, Ont., has disposed of his business to R. G. Welt.

C. H. Pratt & Co. have started a grocery and boot and shoe store at Athabasca Landing.

The Dolly Varden Shoe Co. and the Footrite Shoe Co., of Montreal, have been dissolved.

A. C. Todd, tanner, of Meaford, has sold out his interests, and will locate in Edmonton.

S. Hatheway, shoemaker, was a sufferer in the serious fire which visited Canning, N.S., recently.

F. Falconer & Co., of Sydney, N.S., dealers in trunks, harness, etc., have dissolved partnership.

Mr. Prior, of Prior Bros., Portage la Prairie, Man., was a caller on the trade in Toronto recently.

James Robinson, of Montreal, was in Toronto last week, calling upon his many old friends in the trade.

John C. Iredale, of the Canada Last Co., Toronto, is spending a few weeks' vacation in Haliburton County.

W. F. Caldwell is now sole owner in the firm of Caldwell & Co., dealers in shoes and clothing, Petrolia, Ont.

H. Bell, who conducts a shoe store on Dufferin Street, Toronto, is opening a new store on St. Clair Avenue.

George P. Balfre, of the Chicago Tanning Co., Montreal, was in Toronto last week, calling on the trade.

Harry E. Thompson, of the Thompson Shoe Co., Montreal, has been spending his holidays at Port Stanley, Ont.

John Damer, of Damer, Lumsden & Co., Vancouver, was a recent visitor to the trade in Montreal and Quebec City.

The Miner Rubber Co. have opened a warehouse at 21 Notre Dame St., Quebec, where they will carry a representative stock.

P. A. Doig, of Kirvan-Doig, Montreal, left for a business trip from Fort William to the West, to occupy about six weeks.

W. G. Damer, of F. J. Weston and Sons' traveling staff, Toronto, is spending a few weeks' holidays in Oshawa and vicinity.

Philip Pockock, of the London Shoe Co., London, and J. C. Pockock, of the same firm, were in Montreal and Quebec recently, on a buying expedition.

F. P. Beemer, who represents H. E. Guptill, of Haverhill, Mass., will also sell the Sorosis Shoe throughout the Western provinces for the coming season.

D. Lorne McGibbon, of Montreal, head of the Canadian Consolidated Rubber Co., and other large concerns, was in Toronto last week for a few days.

A. J. Landriau, of Ottawa, has joined the traveling staff of McLaren and Dallas, of Toronto, and will cover Eastern Ontario, replacing Frank M. Downs, who has been

appointed one of the representatives in Western Canada for the A. P. Cimon Shoe Manufacturing Co., of Montreal.

P. I. Hersey, vice-president of the Regal Shoe Company, Whitman, Mass., was in Toronto recently on a visit to the local factory.

T. Ryan & Co., of Winnipeg, will erect a new five-storey building at Regina to replace the one destroyed by the hurricane.

F. W. Miller, shoe repairer, of Peterborough, has been appointed immigration officer in that city, and has entered upon his new duties.

D. J. McDermott, of the McDermott Shoe Co., Montreal, was in Toronto this week with a fine line of spring and summer samples.

John Colling, Patrick Riley, James Douglas and Robert Sparles were arrested at Trenton, charged with breaking into a G.T.R. car and stealing therefrom 30 pairs of boots.

The foundation for the four-storey addition to the factory of the Minister-Myles Shoe Co., Toronto, has been completed. The extension will be finished before the end of the year.

W. J. Munro, late of the Grenville Pressing and Cleaning Co., Yonge Street, Toronto, is opening a new shoe store on Queen Street, between Victoria and Yonge. It will be an exclusive men's store.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., London, had his ankle badly burned the other day. He was passing through the finishing room when a can of naphtha upset and the flames set fire to his trousers. Mr. Fitzgerald is now able to be around again.

No appointment is likely to be made for some time to the post of Ontario district manager of the Ontario division of the Canadian Consolidated Rubber Co., in Toronto. C. F. Veitch will look after the footwear end and Fred Summerhayes the mechanical goods.

Walter E. Yates, of McLaren and Dallas staff, Toronto, left this week for Camp Hamilton, near Dundalk, where he will spend two weeks with a jolly party. W. E. Armstrong, of the same house, is spending a few weeks' holidays at Point Oliphant, on Georgian Bay.

J. G. Settle, of Westmount, representing the Hartt Boot and Shoe Co., Fredericton, N.B., is spending a few weeks at Duck Cove, St. John Co., N.B., which is an ideal spot on the Bay of Fundy. He is enjoying the splendid surf bathing and refreshing breezes.

Joseph Paquet, of Quebec, and Evans Guay, of Saint Romuald, who carried on a shoe business in Quebec, under the name of the Imperial Shoe Store, have dissolved partnership. Mr. Paquet will conduct the business alone under the same name.

G. W. Warriner, who has conducted an up-to-date repair shop at 1243 Bloor Street West, Toronto, for the past two years, has opened an exclusive shoe store for men, which is nicely fitted up. He will carry only very high class solid leather lines.

Among the firms making interesting exhibits of footwear at the recent Winnipeg exhibition were the Moyer Shoe, Limited, and the Scottish Wholesale Specialty Co., both of whom had creditable displays, which attracted much attention.

The building in which the Canadian Consolidated Leather Company had its warehouse in Regina was destroyed in the recent cyclone which visited that city. The company, however, secured another building, and were able to attend to their orders without interruption.

Fred A. and H. P. Blachford, of the Blachford Shoe Store, Yonge Street, are spending their vacation at White

Star Cottage, Lake Rousseau, Muskoka. Charles E. Blachford is at Mazengah Island, Lake Rousseau, and Howard C. Blachford is summering at Orchard Beach, Lake Simcoe.

The annual picnic of Underhills', Limited, of Aurora, was held to Bond Lake a few days ago, and was a most successful event in every respect. Everyone thoroughly enjoyed the outing.

The many friends of John Kylie, shoe retailer, Peterborough, will sympathize with him in the death of his wife, which occurred a few days ago after a lingering illness. Besides her husband, Mrs. Kylie leaves a family of three sons and two daughters, all residing in Peterborough.

C. E. Smith, who a year ago purchased the store of Robert McWhinney, of Peterborough, has just closed a seven days' special anniversary sale. All lines were reduced from ten to twenty-five per cent., and there was no reserve. The motto of the store is "Smith's the shop for good shoes."

George E. Boulter has removed his shoe sample rooms from the Lumsden Building, corner of Adelaide and Yonge Streets, Toronto, to 189 Church Street, where he has much larger quarters, which are admirably fitted up. W. G. Hardie has joined the selling staff of Mr. Boulter.

The annual excursion of the employees of the T. Sisman Shoe Co., Limited, Aurora, was held to Bond Lake last week, and was attended by a large number. A fine program of sports and games was run off. The Aurora band was in attendance, and discoursed sweet music.

H. E. McIntosh, of the wholesale leather firm of Dower and McIntosh, Montreal, passed away on July 26th, at his home, 502 Elm Avenue, Westmount. He was in his fifty-fifth year, and was the youngest son of the late Angus McIntosh. He was widely known to the shoe and leather trade, and many friends will learn with deep regret of his death.

At a meeting of the creditors of J. E. Million, shoe dealer, 1038 Bloor Street West, Toronto, who assigned recently to N. L. Martin, H. R. Emery, representing Toronto creditors, and M. Tew, representing Hamilton creditors, were appointed inspectors. It was decided to hold a sale of the stock on Wednesday, August 7th, at Suckling's. The liabilities are about \$3,200 and the assets \$2,800.

L. Higgins, of L. Higgins & Co., Moncton, N.B., has returned from an extended trip to the Pacific Coast. He left Moncton for the Pacific coast, via Boston, New York, Chicago, Denver, Salt Lake City to Los Angeles; from thence to Pasadena, San Francisco, to Victoria, B.C. Mr. Higgins visited the leading places in British Columbia, and, returning, stopped at Banff, Calgary, Winnipeg, and other points.

The Council of Port Dalhousie will apply to the Hydro-Electric Commission for a supply of power for street lighting. Until recently the plant of the Maple Leaf Rubber Factory supplied power for lighting, but the village recently voted to purchase the plant and equipment from the factory and hand it over to the Ontario Power or Cataract Company. It has now definitely decided to have Hydro lights instead.

A shoe store, whose business was largely credit, made a gentle appeal to its customers through the following circular announcement. "All persons indebted to our store are requested to call and settle. All those indebted to our store and not knowing it are requested to call and find out. Those knowing themselves indebted and not wishing to call are requested to stay in one place long enough for us to catch them."

A leading shoe dealer, who does business in the west end of Toronto has devoted so much time and attention to pedal ailments and made such a close study of foot easers and other appliances that many people from far and near come to consult him. The result is that he is becoming locally known as "Doctor." While he makes no pretence to practise surgery, he is quite content with the volume of trade that has been brought to him through this connection, and says the name is certainly worth the game.

The annual outing of the Boot and Shoe Workers' Union, No. 233, Toronto, was held to Victoria Park, Niagara Falls, on Saturday, July 27th, and was largely attended. The

day was a grand one for a picnic, and all the sports and games were well contested. It was voted by many as the best excursion yet. John Duncan, president of the union; P. M. Waterfield, secretary, and the other members of the energetic committee did all in their power to make everyone feel thoroughly at home.

A. K. Ferguson, credit manager of Kilgour, Rimer & Co., Limited, wholesale boot and shoe merchants, Winnipeg, has been appointed secretary of the Saskatchewan branch of the Canadian Credit Men's Association, head office, Regina. He was the recipient of handsome presentations from the Assiniboine Lodge, A.F.&A.M., Winnipeg; the Fort Rouge Lawn Bowling Club, and the Kilgour, Rimer Company, before his departure. He is succeeded in the latter firm by J. McFerran, late of the Canadian Consolidated Rubber Co., Limited.

If the executive of the O.H.A. places July the 1st residence clause in its constitution, as is proposed, says a Kingston paper, the plans of the Hamilton people to raise a hockey team by moving the Kingston Frontenac team up there, will receive a knock on the head. James T. Sutherland, Kingston's hockey authority, may have to move to London next year on account of having been elected to the Board of Directors of the Cook-Fitzgerald Boot and Shoe Company, London. He hopes, however, to remain here for another winter.

A large real estate deal was closed recently in Toronto, when Clarence R. Pope, acting for the Dominion Bond Company, purchased a ninety-nine-year lease of fifty feet on King Street West, between Bay and York Streets. The lease was purchased from Miss Margaret O'Brien and Robert Dack, joint owners of the property. The owners receive a cash bonus of \$30,000 and a ground rental of \$18,000 for ninety-nine years. Among the firms who will have to vacate by April the first next is the old-established shoe manufacturing one of R. Dack and Son. A new building, costing a quarter of a million dollars will be erected on the property.

T. W. Hart, of the Nugget Polish Co., Toronto, has returned from an extended trip to the West, where he was in charge of the exhibits of the firm at the Calgary and Winnipeg exhibitions. The "Nugget" booth attracted a large number of visitors, and many pencil boxes, aluminum pen holders, and thimbles were given away as souvenirs. W. F. McNeill, Canadian manager of the company, also spent a few days in Winnipeg attending the big fair. The company will have booths at Toronto, St. John, N.B.; Halifax, N.S.; London and Ottawa fairs. Mr. Hart will be in charge of the exhibits at St. John and Halifax, L. R. Howard at Toronto and Ottawa, and Fred Bollard at London.

George E. Chambers, who has been with the Regal Shoe Store, Toronto, since it was opened three years ago, has been appointed manager. He has had nineteen years' experience in the retail trade in Toronto and New York, and many friends will congratulate him on his promotion. Douglas Balfour has been made manager of the Regal store in Winnipeg. J. B. Kilgour, of that city, who has been spending the past few weeks in Toronto, managing the Regal store while Mr. Chambers was on an extended holiday trip through Northern Ontario, will return to the West next week. He is vice-president of the wholesale shoe firm of Kilgour, Rimer & Co., Winnipeg.

Canadian Weights and Measures

In the course of a discussion on the Canadian Weights and Measures Act and Regulations, at the annual conference, in London, Eng., it was stated that in the Dominion what were called surface-measuring machines were used in connection with the leather industry. It was supposed that these machines measured accurately, but the fact remained that when hides came over to this country they did not come up to the measures marked on them. Similar space-measuring machines were used in this country, but not before they had been submitted to, and passed by, the Board of Trade. It was not unreasonable to ask the Canadian authorities to exercise similar precautions in the verification of similar machines used within their jurisdiction, says the Boot and Shoe Trades Journal.

Some Doings Among Canadian Shoe Makers

J. A. Adams, of the Rideau Shoe Mfg. Co., Montreal, was in Toronto last week on business.

E. R. Lewis, Toronto, has been appointed agent in Canada for Besse, Osborne & Odell, Boston, sheepskins.

F. Underhill, of Underhill's, Limited, spent a few days recently in Boston and other shoe centres.

William Adams, of the Adams Shoe Co., Toronto, was a recent visitor to Boston and other shoe centres.

S. G. Amero, of the United Shoe Machinery Co.'s staff, Toronto, is spending his holidays at his home in Boston.

Alfred Minister, of the Minister, Myles Shoe Co., Toronto, will leave in a few days on a trip to the Old Country, where he will spend some time.

The stock of Ames-Holden-McCready, Limited, has been listed on the Montreal Stock Exchange, and considerable trading has been done in it during the past few days.

The Grosch Felt Co., of Milverton, Ont., have recently installed a C.H.M. lasting machine and other additional equipment.

T. L. Hawley who has been chief accountant for the U.S.M. Co., Montreal, has returned to Chicago, where he will in future reside.

Schroeder & Co., Berlin, who run a repair shop near the station, have started another shop on King Street, and are doing a good business.

An electric bolt put the machinery of the Solid Leather Shoe Co., of Preston, out of business for a few hours one afternoon recently during a storm.

C. A. Ahrens & Co., shoe manufacturers, of Berlin, have recently installed two C.H.M. lasting machines, and a Rex pulling-over machine and auxiliaries.

The Clark Shoe Co., of Brantford, sole distributing agents for the A. A. Williams working men's shoe, is now known as the Roberts & Van Lane Shoe Co., Limited.

E. D. Pretty, of the United Shoe Machinery Co., Toronto, has returned, after spending a few holidays in various points in Western Ontario.

Mr. Reilley, foreman of the making room at the Ames-Holden-McCready plant, Montreal, has resigned his position with this firm and has taken a position in the same capacity with the Sardon Shoe Co.

George Brooks, who operates a U.S.M. gearless sole cutting machine in the Sisman Shoe Factory, Aurora, is the happy father of eleven boys and no girls. The last arrival appeared on the scene a few days ago.

E. Weaver, formerly with the Solid Leather Shoe Co., of Preston, has been appointed superintendent of the Nursery Shoe Co., of St. Thomas, succeeding W. E. Wilson, who has resigned, in order to go into business for himself.

Ames-Holden-McCready, Limited, of Montreal, report a great increase of sales during July in all parts of Canada, and state that business conditions appear to be most promising.

For some time past there have been rumors that three or four large shoe factories in Ontario would form a merger. Negotiations have, it is said, been going on for several weeks, but the details have not been agreed upon. In the meantime the promoters are silent and decline to discuss the probable outcome.

William A. Beal, of Beal Bros., Toronto, broke one of the bones in his arm. He was playing the piano at his home and in getting off the stool his foot caught in a rug and he fell heavily on the hardwood floor. He is now able to be around, but carries his arm in a sling.

The Collis Leather Co., of Aurora, have nearly completed their fine new brick tannery, which is 150 feet long

by 50 feet wide, and is four storeys high. High grade calfskin leathers will be tanned, and the capacity will be 150 dozen skins daily. The president of the company is Herbert Lennox, M.P. Walter Collis is vice-president and manager, and Arthur Bonestell, secretary and treasurer.

Berlin recently celebrated its civic status by a celebration, which was marked by many features. One of the leading events in connection with the successful week of festivities was a Made-in-Berlin Exhibition, in which the following firms made creditable displays of their products: The Berlin Shoe Manufacturing Co., Kimmel Felt Co., Berlin Felt Boot Co., G. V. Oberholtzer & Co., Limited, Briethaupt Leather Co., and the Merchants Rubber Co.

Kirvan-Doig's new factory will be ready by Sept. 1st. It will give them vastly increased facilities for handling their ever-growing trade in children's shoes. It will also afford ample space for the manufacture of women's shoes, which they have recently commenced. The following travelers will represent the Montreal firm: A. M. Jarvis, from Fort William west; L. J. C. Gagnon, Quebec Province; Bert R. Grooskurth, Western Ontario; H. J. (Andy) Moore, Eastern Ontario; E. G. McCulloch, Maritime Provinces.

W. E. Wilson, of the new shoe manufacturing industry to be known as the St. Thomas Shoe Company, has returned to St. Thomas from Montreal and Boston, where he ordered the equipment, including lasts and patterns, to be used by the company when they begin to manufacture. It is expected that satisfactory arrangements will be made at the next meeting of the Industrial Committee, of St. Thomas, whereby the by-law to grant a loan of \$15,000 to the company will be put in shape to be submitted to the people for their approval.

The new Goodyear plant of Valentine and Martin, Waterloo, Ont., is about completed and ready for operation. The new factory building is 66 x 142 feet, three storeys high, and built of brick. It is heated by steam and has light on every side. The structure is modernly equipped, and all the shoe making machines will be electrically driven, Hydro-Electric power being used. There are twelve motors placed throughout the building. The factory capacity will be 600 pairs of men's welts per day. The factory of the firm making men's and boys' staples, has a daily output of 1,400 pairs, being the largest plant of its kind in the province.

Big Honor for Leather Man



A. R. Clarke, of A. R. Clarke & Co., producers of patent leathers, Toronto, who has been an enthusiastic member of the Canadian Manufacturers' Association, was recently elected president of the Toronto branch of the association. He has always taken an active interest in organization work, and has been associated with the leather business for many years, his father, John Clarke, establishing a tannery in Peterboro, Ont., sixty years ago. Thirty years ago the business was removed to Toronto. In 1898 the firm was re-organized and became known as A. R. Clarke and Co., and a commodious factory, on Eastern Avenue, Toronto, was built. For several years in its early history, the firm turned out only sheep skins, then glazed kid was added. Ten years ago a radical departure was made, and patent leather was placed on the market. Mr. Clarke was the first man in Canada to manufacture this line, and his product is now known and sold from one end of the Dominion to the other. The energies of the firm are now centred exclusively on patent leather. Several additions have been built to the factory during the past three or four years, but, owing to augmented output, space

has become so limited that another large addition is contemplated to afford facilities for keeping up with the many orders in hand. Last year A. R. Clarke & Co. made over 1,600,000 square feet of patent leather, and this year's production will be even larger.

Rubber from the Oil of Beans

The constant search for new sources of rubber has led scientists in Germany to develop a rather unique method of producing crude rubber from soya beans. A very heavy thick oil is extracted from the beans and this is treated with a solution of nitric acid, and then heated until a given temperature is registered. The result is a dense tough and quite viscid mass. The product can be vulcanized by means of sulphur, and the material secured is so similar to the natural rubber product that it is very difficult to detect which is which. Several other methods of securing rubber from vegetable products have been tested, but the processes are too expensive to compete with the rubber secured from the various plants that are producing vast quantities. Should the soya bean produce rubber at a minimum cost, there will be a great industry from this source.

Big Industry Enlarges Business

The re-organization of the Acme Glove Works, Limited, Montreal, has been completed with a capital of \$1,000,000, of which \$650,000 has been subscribed and paid up. The directors of the new company, which takes over the Acme Glove Works, and will operate six different factories, are J. D. Ouellette, president; R. G. Long, vice-president; H. J. Allen, secretary-treasurer; E. C. Shotwell, and J. A. Ouellette, H. J. Allen is a member of the firm of J. C. Allen & Co., Gloversville, N.Y., glove manufacturers, but will locate in Montreal. J. A. Ouellette has been superintendent of the Acme Glove Works for fifteen years. Mr. Shotwell is the owner of a large glove leather tannery in the United States, and will superintend the firm's Canadian tanneries. R. G. Long will assume the general sales managership, after many years' experience with the firm. J. D. Ouellette will be general manager as well as president. The enlargement of the firm's scope of operations is along the lines of the general development of Canadian industries at present.

New Shoe Factory for Edmonton

Edmonton is to have a boot and shoe factory. The Edmonton Leather and Shoe Company, with a capitalization of \$100,000, has been incorporated. The company takes over the plant and stock of other manufactories. It absorbs the stock and plant of Alexander C. Todd, a leather manufacturer, of Meaford, Ont. It takes over, too, the stock of Francois Adam, of Camrose. The new plant will be erected on an acre and a half, bought from Norman L. MacDonald and George Ferguson, of Calgary. It will be located a short distance south of the C.P.R. South Side depot and fronting on to the Calgary and Edmonton line. The building will cost \$30,000, and when in full running order seventy-five men will be employed. The company purposes dealing in hides, manufacturing leather footwear, leather sporting goods, harness, saddlery. The officers of the Edmonton Leather and Shoe Co. are: A. C. Todd, of Meaford, Ont., president; J. M. Douglas, M.P., South Edmonton, vice-president; W. E. Jewitt, Meaford, secretary-treasurer. The directors are: F. Adam, Camrose, Alta.; A. L. Marks, Edmonton South; M. L. McDonald, Calgary.

Great Shoe Merger Proposed

A Boston press despatch says: If plans which are under way come to a successful conclusion, a shoe manufacturers' trust representing the leading shoe manufacturers of the East, will be an accomplished fact.

It is proposed to consolidate into one company under the title of the American Standard Shoe Company, with a capital of \$50,000,000, a strong group of eastern shoe manufacturers selected from the most successful manufacturers in New England and New York.

The scheme to effect such a consolidation has been under consideration for some time by some of the largest houses in the trade, and is said to be favored by men who are recognized throughout New England as leaders in the

industry. Especial interest is given to the proposed consolidation from the fact that it has the endorsement of the firm of Brandeis, Dunbar & Nutter, the senior partner of which is Louis D. Brandeis, well known as the legal representative of several of the most successful shoe manufacturers in New England, the Commonwealth Shoe Company, the Regal Shoe Company, the W. L. Douglas Company, and the W. H. McElwain Company. Mr. Brandeis is also the legal adviser of the Western Shoe Manufacturers' Alliance, the nucleus of which is the great consolidation of shoe manufacturers recently effected in St. Louis with a capital of \$20,000,000.

Breezy Budget from Quebec

John Ritchie Co. will Enlarge Factory—Banquet to J. A. Langlois—Presentation to Cleophas Lachance

The John Ritchie Co. will erect a new wing to their factory. Jos. Cauchon will build the extension, which will cost about \$25,000.

The shoe factories have been very busy in making jobbers' samples, and they have a large number of orders on hand. Raw hides are very active in price.

The Solid Leather Shoe Co., who started in business in Quebec four years ago, have suspended payments. They have made an offer of 25c. on the dollar.

Several owners of automobiles have been before the court for speeding at an immoderate rate, and among the bunch of offenders was a prominent Quebec leather dealer.

Among the visitors in town during the past week were: William Garside, of Garside and White, Toronto; James Miller, Toronto; J. W. Leslie, of the John McPherson Co., Hamilton; C. A. Weaver, Trenton; A. Doherty, of Doherty and McHugh, St. John, N.B.; E. A. Whitley, of the Fred Whitley & Co., Montreal; W. H. Neeves, of the Peerless Blacking Co., Brockton, Mass., and others.

Alfred Dupere, of Dupere and Garant, spent a few days in Boston recently. He was much pleased with the exhibits at the National Shoe and Leather Market Fair. One of the exhibits which pleased him was that of Martin Denis, where some patent leather (chrome, tan) and white and tan box kip figured in the display. The leather was made by J. Guay and Fils, of Quebec.

The employees of Lachance & Tanguay presented Cleophas Lachance, on the occasion of his twenty-fifth anniversary of his marriage, with a congratulatory address conveying best regards of nearly 300 employees, accompanied by a nice silver breakfast service. Mr. Lachance is an energetic and aggressive shoe manufacturer, who, by his own unaided efforts, has risen from the ranks. The firm will, in the near future, have to erect an extension to their factory.

A. J. Healy, formerly traveler for the Canadian Consolidated Rubber Co., Montreal, has been appointed manager of the Quebec branch of the company. J. M. S. Carroll, Montreal district manager, was in Quebec last week on his way up from his summer home in Kamouraska. The Quebec branch of the company is very busy filling fall orders. Jos. Plamondon, traveler for the company, was in town last week on a vacation.

A very successful banquet was given in honor of J. A. Langlois, M.P.P., of the firm of the Louis Gauthier Co., by his many friends, on July 24th, at the Kent House, in honor of his recent re-election as Labor representative of St. Sauveur. Alderman Martin Madden was chairman of the enjoyable gathering, having on his right, Mr. Langlois, Mayor Drouin, Hon. L. A. Taschereau, Minister of Public Works; Hon. C. F. Delage, Speaker of the Legislative Assembly, and others. A toast to Mr. Langlois, the guest of the evening, was cordially honored. In reply, the M.P.P. said he was glad to meet so many of his friends at such a representative gathering. He took occasion to tell what he had done during the last three years as a member of the Provincial Legislature, and outlined what he hoped to accomplish during the coming term. He cordially thanked all those who had supported him in the last contest.

Leaves Foot in Normal Position

A Winnipeg writer says: "A local shoeman tells me that after a series of experiments, in which the X-ray was utilized, a shoe has been evolved which manufacturers will undertake to popularize. It is one made on a straight last with a rounded toe. This shoe leaves the bones in their normal condition even after the strain of long walking. No shoe is fit for a human to wear if he is conscious that he has it on. Please to observe that I have used the masculine gender. The average woman, of course, will continue to jam her foot into a shoe which will torture her while making her feet look smaller.

Enterprising London Firm Elects New Officers



C. J. FITZGERALD.

Since its inception, the Cook-Fitzgerald Co., Limited, has had for its goal "Excelsior," and ever and always its aim has been to produce better and better shoes with every succeeding trade. It was in the line of progress that Mr. Fred. A. Lovell was recently engaged as superintendent, this gentleman having made a signal success with Thompson Bros., a well and favorably known firm manufacturing about 3,000 pairs of

men's fine welts per day, at Brockton, Mass. Mr. Lovell is one of the best known men in the New England shoe trade, and the Cook-Fitzgerald Co. has reason to congratulate itself in securing the services of such a man.

The firm of Cook-Fitzgerald Co., London, has just been re-organized, with the following officers and directors: President and general manager, C. J. Fitzgerald; vice-president, John O. Dromgole; secretary-treasurer, John S. Ferns. The board will consist of the above named gentlemen together with Fred. A. Lovell, James T. Sutherland, J. G. McDiarmid, L. W. Johnston, and A. A. Orendorff. Messrs. Sutherland, McDiarmid, Johnston and Orendorff are the traveling representatives of the Cook-Fitzgerald Co., and the fact that they are now stockholders in the concern speaks for itself. The firm is now turning out 500 pairs of fine welts per day, and arrangements are being made to put the factory on a daily basis of 800 pairs, commencing October 1st.

Growth of Credit Men's Association

Instead of issuing writs, placing bad debts in the hands of solicitors, and trying to collect unsatisfactory accounts by putting in the bailiff, representatives of Toronto wholesale houses were urged recently to take charge of business failures themselves. Addressing the Canadian Credit Men's Association, Mr. Henry Detchon, of Winnipeg, general manager of the Association, outlined methods which had been successfully followed in the West. He said that when they found a business concern was threatened with bankruptcy they called a meeting of the creditors and sent a reliable man out to prepare a full statement of the position of the failure. Not only was the assignee's fee partially eliminated, but they were able to arrange for a distribution of the assets monthly. Another feature of the system was an adjustment bureau, with which they had been able to handle estates and pay the creditors 100 cents on the dollar, which in the hands of an assignee would probably not pay more than 50 cents on the dollar. With the adjustment bureau and the joint investigation of business failures, they had been able to reduce the cost of liquidation very materially. They were also handling insurance adjustments. Mr. Detchon said the association had been instrumental in weeding out many crooks and incompetents in the West. New branches of the association have been organized in Montreal and the Maritime Provinces, and a permanent secretary has been appointed in Montreal. They would soon unite, Mr. Detchon said, with the British Columbia Credit Men, and the association would then have branches in every province of the Dominion. The membership of the Canadian Credit Men's Association is now 700. One hundred and fifty of these are Toronto wholesalers. The association was formed for the purpose of co-operation amongst wholesalers for their mutual protection. It is not a profit-making

concern, and is run at actual cost. Mr. Detchon stated that he hoped to hold a large convention in Canada next year, and would not be surprised if Toronto were to be the gathering point.

Will Protect Trade

In the House of Representatives, at Melbourne, Australia, with reference to the report that the American Beef Combine was establishing a big meat packing works in Australia, Premier Fisher said: "The Government will spare no efforts and no expense, and will use all the means in its power to protect Australia from the rapacity which has characterized the operations of the American Beef Trust in other countries.

Clerks Want Shorter Hours

At the session of the International Protective Association of Retail Clerks, in Columbus, Ohio, Miss Susie Walgomot, of Denver, and Charles P. Gaede, of Chicago, were expelled from the association, it being alleged that they had been instrumental in having published charges against H. J. Conway, of Lafayette, Ind., the International secretary. The case was appealed to the convention by Mr. Conway, who was given a vote of confidence when the report of the committee recommending the expulsion of Miss Walgomot and Gaede was adopted unanimously. A nine-hour day for clerks in the United States and Canada was demanded by the convention.

Half-Holiday in Winnipeg

Following the example of the large departmental stores, which close early on Saturdays during the summer months, the shoe stores of Winnipeg are closing at 1 p.m., Wednesdays during the months of July and August. The matter was brought about by a general expression of the advisability of the move by several of the leading shoe stores, and the question was discussed thoroughly and unanimously settled in favor of the half-holiday. The following stores are closing every Wednesday afternoon: George Nickle, Royal Shoe Store, W. A. Moyer, Avenue Shoe Store, Limited, Company, Wellband and Robertson, Quebec Shoe Company, Tom Stedman, Limited, Cut-Rate American Shoe Co., E. G. Trick & Brother, the Dominion Shoe Store, Yale Shoe Store, Slater Shoe Store, Ryan-Devlin Shoe Store, and Rannard Shoe Store.

He Gets the Glad Hand



Here is a man that can cover the ground and do it well. He's got a good connection in the West from Fort William to the coast, which territory he has been covering for several years for various firms. Needless to say, he gets the glad hand everywhere from the ever-increasing number of retail shoemen, and what is more to the point he gets their orders too. He spent some time with the Murray Shoe Co. in that territory, and has recently been covering the field for Kirvan-Doig, Limited. He is young, progressive and aggressive, and, as you probably have guessed, his name is A. M. Jarvis.

Will Convene in Toronto

A despatch from Atlanta, Georgia, says: At the meeting of the Christian Commercial Travelers' Association, held here, the Toronto Gideon organization was represented by President J. C. Siemon, Secretary Frank A. Douglas and Mr. Walter Seldon. These gentlemen succeeded in capturing the 1913 convention for Toronto. It will be held in July and will be known as the first international convention uniting the work of the Christian Commercial Travelers of placing a Bible in every guest room of every hotel in Britain, Canada and the United States.

Some Nice Things for Spring

The Kirvan-Doig Co., Montreal, have commenced the manufacture of women's medium grade, solid leather, Mackay shoes. They are putting in four new lasts—the knob toe, dome toe, recede and opera toes. These shoes will appear in all leathers in very attractive combinations, some of

which are patent leather with a champagne top, gunmetal with a whipcord top. They are also putting in a new last for misses, which will follow the women's dome toe last as closely as possible; also a new, broad, full toe, orthopædic last for children. They are also specializing in no-ankle strap pumps, and will have a full range of their regular staple goods, but an increase in the number of styles and combinations carried.

Brady and the Cobbler

When James T. Brady first opened a lawyer's office in New York he took a basement room, which had been previously occupied by a cobbler. He was somewhat annoyed by the previous occupant's callers, and irritated by the fact that he had few of his own. One day an Irishman entered.

"The cobbler's gone, I see," he said.

"I should think he has," tartly responded Brady.

"And what do you sell?" said the visitor looking at the solitary table and a few law books.

"Blockheads," responded Brady.

"Begorra," said the Irishman, "ye must be doing a mighty fine business—ye hain't got but one left."

Will Investigate Rubber Cruelties

The United States is co-operating effectively in the effort being made by Great Britain to lay bare all the facts and conditions, in regard to the oppression and murder of natives employed in the Putumayo Rubber country, in Peru. Stuart J. Fuller, formerly American Consul at Goteberg, Sweden, and vice-consul at Naples, has been appointed consul at Iquitos, Peru, for the express purpose of investigating fully the rubber region, and reporting alleged atrocities committed there on the men and women engaged in getting rubber. The attitude of the government toward the situation at Putumayo is that Peru should be given a chance to clean up the affair in her own way. But there is no disposition to tolerate any longer the commission of the crimes that are known to have been common in the prosecution of the rubber industry. The Peruvian Government has from the first complaints shown a desire to deal with the criminals in a strong and effective manner, but it has been hampered by the natural difficulties of the situation. Great distance, the pathless character of the country and the uncivilized population, all combine to make the correction of the evil slow and arduous. Consul Fuller has orders to take launch and go up the Amazon and its tributaries, wherever the rubber industry is carried on, and inquire into the methods and conditions of the industry impartially.

Will Be Seen on Western Ground



Frank M. Downs, who, for the last twelve years, has been a faithful and energetic member of the staff of McLaren & Dallas, Toronto, leaves in a few days for the West. He will cover the country as far as Edmonton in the interests of the A. P. Cimon Shoe Mfg. Co., Montreal. Mr. Downs is a young man who has made many friends on the road, and they will wish him every success in his new sphere of activity. For

five years he was connected with the warehouse staff of McLaren & Dallas, and, for the last seven years, has looked after Eastern Ontario, from Toronto to Cornwall. He is a hard-worker, has a good knowledge of the trade, a genial nature, and a courteous manner.

How Much Will Shoes Advance?

There have lately appeared in the press all sorts of rumors regarding the increase in the price of boots and shoes, until the public scarcely knows where it is at. The reports certainly do not err on the side of diminution, and while it is generally recognized that the majority of manufacturers, in Canada at any rate, will elevate their figures on spring lines, from 15 to 25 cents per pair, there will be no such a proceeding as the consumer paying one dollar more per pair to be shod. To read some of the speculative material that has appeared in newspaper despatches, one would think that footwear was about to become as costly

as furs or opera cloaks. A Chicago despatch blames the automobile for the high cost of leather. One manufacturer in the Windy City is quoted as declaring that since January 1st, 1908, the cost of leather had increased seventy-two per cent. This is pure buncombe. If he had said thirty per cent. he would have been well within the mark. The one and only true paragraph in the whole story emanating from Chicago is: "The great trouble is that the uses for leather are increasing daily, and the supply of raw material is decreasing."

There is no doubt of a steady advance, and the fact that the public are paying more, but not to the extent that such reckless statements would lead the mass of readers to suppose.

Elmer J. Bliss, head of the Regal Shoe Co., Boston, in a recent interview said that in the past few years the public had been paying practically the same price for shoes, and yet had not been getting as high a grade for the money. He said that he thought it was time the people were made aware of this and given to understand that to get a really high grade shoe the higher price must be paid.

"Manufacturers and retailers are at present bamboozling the public in selling at a real advance," he said recently. "They are selling poorer grades of shoes at what were formerly the highest grade prices. The advance had to come, for the price of leather has been driven up steadily, but it is time that the public was given to understand just how things are done."

Henry E. Hagan, one of the prominent Boston retailers, confirmed this and added: "At that the public is getting a better value for money invested in a pair of shoes than was the case say fifteen years ago. The shoe is better made and finished. The real advance in price and falling back in grade dates from two years ago."

"As to the imminence of a general advance in prices, I fear there is no such good news. The retailers ought to get more, but unless the price is run up considerably by wholesalers no sudden jump is probable."

Charles H. Jones, of Weston, prominent in the National Boot and Shoe Manufacturers' Association, stated that he knew of no movement to make a sudden advance in that section of the country.

"There has been a steady advance extending over a considerable time," he said. "There has been a steady increase in the price of leather, due partly to the fact that grain has been scarce, leading farmers to sell it rather than feed it to cattle. This has created a scarcity of hides."

"Continuously advancing costs of sole and upper stock and of other material for the production of shoes will force the selling prices of shoes to a point higher than we have ever known," said John S. Kent, president of the Brockton Shoe Manufacturers' Association, in commenting upon a report from Chicago of a contemplated advance of 20 per cent. on all grades of shoes." Oak sole stock cost 34 cents per pound three months ago, and is now 38 cents, and a further advance to 40 cents is predicted by Sept. 15. The effect of the advanced prices, he says, is world-wide. This relieves the fear entertained four or five years ago of an English invasion of the American shoe markets.

Got \$4,480 for Her Big Toe

A jury in Common Pleas Court, in Pittsburg, has decided that the loss of Mrs. Katherine Kelly Smith's big toe as an active member of her pedal extremities was worth \$4,480 to her. Mrs. Smith brought action against Caroline Jones Machesney and H. A. Machesney, owner of the Machesney Block, in Fourth Avenue, Pittsburg, for injury to her big toe and foot when she stumbled over a movable elevator, the top of which opened on the pavement in front of the Machesney building. It was shown that the top of the elevator was broken and projected several inches above the level of the sidewalk. The accident happened November 28, 1906, as Mrs. Smith was walking along the pavement, the evening being very dark. Mrs. Smith declared that the injuries to her foot had laid her up for more than a year, and that her doctor bill had been \$300. She also claimed that the permanent loss of the use of her big toe had deprived her of comfort in walking and made her awkward in moving around.

Mr. Getty Decides to Retire

E. J. Getty, of the firm of Getty and Scott, has retired, after eighteen years spent in the shoe manufacturing business, Messrs. Scott & Chamberlain taking over his interest. The firm name will remain as formerly. Mr. Chamberlain, who has for fourteen years been connected with the house, has become a member of it, taking the position of sales manager and sample maker. Mr. Getty is interested in a number of industrial concerns, but it is understood for the present that he will take a much deserved rest. He learned the shoe making business in the United States, and came to Canada about eighteen years ago, starting the manufacture of children's shoes in a small shop on George Street, Galt. He made goods of superior quality, and had the right ideas. His output found a ready sale. The chief difficulty he had



E. J. GETTY

F. S. SCOTT

W. CHAMBERLAIN

to contend with was that he was forced to instruct all his own help, since his line had not developed in that part of the country and skilled workmen were, therefore, hard to obtain. The small size of the business in those days did not permit of his bringing in operators from other places. After a few years of concentration and perseverance Mr. Getty had worked up a nice little business, employing about fifteen hands, which had a very bright outlook. It was at this time that Mr. Scott was taken into partnership. The business continued to prosper, and has grown to its present large dimensions, its goods being sold from one end of Canada to the other. During the past few years it has been necessary to increase the size of the plant four times. The last addition was completed a couple of years ago. It consists of four storeys and basement, the structure giving the firm 25,000 square feet of floor space. They have to-day over 51,000 square feet.

Mr. Scott, who is now senior member of the firm, is a Galt boy. He was born and raised in the Scotch town, and spent his early days fitting himself for a commercial career. He has always been prominent in financial circles, and his administration of the finances of the company has been characterized by faithfulness and efficiency. He has spent several years in municipal life, and at the beginning of 1912 was elected Mayor of Galt by acclamation, a post which he is filling worthily and well. He has done a great deal to promote the best interests and welfare of Galt.

William Chamberlain, who has taken a step higher in the firm, is one of the most widely known and enthusiastic travelers on the road. He began his career as a salesman with the old Stratford Shoe Co., but fourteen years ago joined the staff of Getty and Scott. He believes in getting after big game, and his order book each year has grown fatter and fatter. Everybody knows him, and no one ever saw him have the blues. His legion of friends will wish him every success in his new and more responsible relationship with the house.

Montreal Shoe Retailers Hold Picnic

The Montreal section of the Retail Shoe Merchants' Association of Canada held their fifth annual picnic recently to Isle Perrot. Their special train left the Grand Trunk Bonaventure Station for a quick run to Lachine Wharf, where the steamer "City of Toronto" was waiting to take the crowd up through Lake St. Louis to the island. Despite the dark clouds and threatening rain, a large crowd enjoyed the delightful two hour sail, and the music furnished by an excellent orchestra. A first class program of races had been drawn up, to suit everyone, both young and old. The donators had been liberal and the collection of valuable

prizes made a fine showing when they were spread out on the verandah of the hotel before distribution to the winners. There was also a good program of dances arranged, which were greatly enjoyed. The principal events of the afternoon were the tugs-of-war. The first was between the traveling shoe men and the traveling dry goods men, which the former won on a technicality. That the dry goods men were the stronger is without question, but, after pulling their opponents across the line, they did not hold them there the required length of time (which they could easily have done), so Mr. J. O. Gareau, who was judging, decided the result in favor of the shoe men. The second tug-of-war, between the retail dry goods merchants and the retail shoe merchants was won by the latter after a sharp tussle. The steamer left the island about 6 o'clock, and, after another delightful sail in the cool of the evening, arrived at Lachine Wharf, where the special train was in waiting to convey the excursionists to Montreal. About 250 members, with their wives, families and friends, attended. This picnic was run together with the dry goods men, and, altogether, about four to five hundred attended.

Women With Gold Thread Stockings

According to a fashion paper in New York women's stockings made from real gold thread and silk are to be the proper things abroad this autumn. They come from Vienna, and cost \$25 a pair. Another novelty will be black or white silk stockings, which above the ankles will be worked in elaborate designs, such as a peacock with its tail outstretched in gorgeous colors. To enable these embellishments to be visible, shorter skirts are to be insisted upon by the dress-makers, it is announced.

A Pointer for Shoe Manufacturers

Writing to the manager of a Toronto daily paper, a representative who accompanied the made-in-Canada train in its tour throughout the West, says: "I enclose a copy of my report on the 'Made-in-Canada' train, from which you will see I emphasize the necessity of the firms exhibiting following up their exhibit by aggressive advertising methods. It struck me in going through the West, that American goods are much better advertised than most Canadian goods, and I believe that one way the Canadian manufacturer can hold his home market is by more and better advertising. This applies as much in the East as in the West. There are, of course, some exceptions, but there seems no doubt that a great many manufacturers would get a bigger share of the Canadian market if they made their goods better known through the press and other mediums."

He Owns Seventeen Shoe Stores



This shoeman, Mr. J. G. Watson, has many friends among every part of the Canadian shoe trade. It is not too much to say that very probably he is known better than four out of five retail shoemen in Canada, and he has himself to thank for it—no one else. Like most other self-made men, he began with little or nothing, and is now the owner of about seventeen stores in various parts of Montreal, besides being what might be called "very well fixed." One of his stores, located in the central portion of the city, is his buying headquarters, and all the goods for the other stores are sent out from there, and have to be accounted for by the various store managers. He buys and sells for cash, hence avoids bookkeeping practically altogether. He has system down so fine that he knows just what each store is doing daily. But he has not confined himself to retail shoe selling exclusively. He has found time to be very prominent in all the affairs of the Dominion Retail Merchants' Association, especially with the shoe section of this association. He has held practically all the offices in the organization, and it is largely due to his untiring efforts that the shoemen throughout Canada are as well organized as they are at present. Mr. Watson has a host of friends and well wishers throughout Canada—men who have come in contact with his kindly spirit and strong personality, both in business and social relationship.

Ontario Retailers, Attention!

Convention will be Held in Toronto, Wednesday August 28th—Large Attendance Expected—Toronto Dealers Meet and Elect New Officers

There will be a large and representative gathering of boot and shoe retailers from all parts of the province of Ontario held in Toronto on Wednesday, August 28th. The convention will be under the auspices of the Retail Merchants' Association, and held at the provincial headquarters, 21 Richmond Street West. As a large number of members of the trade visit the city during the progress of the Can-



A. CHISHOLM

The new Chairman of Toronto Shoe Retailers Association

adian National Exhibition, advantage is being taken of the occasion to hold the assembly. From assurances received on every side, it is expected the event will be most successful in every respect.

The sessions will last one day, and all shoe retailers, who can possibly make it a point to be present, should not fail to attend, as many matters of moment and importance will come up for discussion and consideration. Paste the date, Wednesday, August 28th, in your hat, and make arrangements to visit Toronto on that day. Much can be accomplished by organization and union, and the trade should not fail to take full advantage of the coming gathering.

At the annual meeting of the retail shoe dealers of Toronto, held last week, there was a good attendance, and the following officers were elected: Chairman, Alex.



T. H. BIGWOOD
First Vice-chairman



RICHARD STEPHENS
Second Vice-chairman



J. W. JUPP
Secretary of the Assoc.

Chisholm; first vice-chairman, T. H. Bigwood; second vice-chairman, Richard Stephens; secretary, J. W. Jupp; treasurer, Warren T. Fegan; auditor, George J. St. Leger. Mr. St. Leger, who has been chairman of the association for the past two years, on his retirement was presented with a vote of thanks for services rendered.

It was felt by all present at the recent meeting of city retailers that a provincial convention would be a great

help to the trade generally, as a large number of questions that were taken up by the local body could not be put into operation without the assistance of the shoe merchants throughout Canada. The holding of a provincial convention for Ontario would be the first step toward a larger gathering later on, as the shoe merchants of the Province of Quebec are already organized and awaiting the co-operation of the retailers of Ontario.

Subjects to Be Discussed

It was decided that among a number of questions the following would be considered at the convention:

Should the boot and shoe trade handle rubber shoes of an advertised brand, upon which there is not profit?

Should the retail trade discontinue sending retail orders by customers to the wholesalers and manufacturers?

Should the wholesale trade be asked to discontinue selling goods to those not engaged in the retail shoe business?

Should the selling prices be maintained on all lines of footwear sundries, including polish?

Should retailers ask manufacturers to have uniformity in the sizes of shoe cartons?

The consideration of the present condition of the rubber trade.

These questions were all adopted and handed to Mr. E. M. Trowern, secretary of the Ontario Provincial Board, to be taken up at the convention.

The meeting generally agreed that it was necessary that the work of the Boot and Shoe Section should extend as rapidly as possible throughout the province, and that the retail shoe dealers, who are anxious to have their trade improved, should become members, and a resolution was unanimously passed to this effect.

Object of the Convention

The convention will open on Wednesday morning, August 28th, at eleven o'clock, in the board room of the Retail Merchants' Association of Canada, 21 Richmond Street West, and continue through the afternoon, when every shoe dealer in Ontario is invited to be present, whether he is a member or not, and express himself fully on the trade situation.

The object of the gathering is to improve the conditions of the trade, and the convention is the time and the place. The recommendations decided upon will be considered at an evening meeting, at which the wholesale shoe dealers and manufacturers will be present, so that they will be able to consider with the retail dealers those things that require adjustment.

This will be the first meeting in the history of the shoe business, when the entire trade meet in conference, and an earnest effort will be made to place the business upon a higher level.

Site for Toronto's New Abattoir

The Toronto civic abattoir will be built on the north side of Wellington Street, in Stanley Park, opposite the city cattle market, and it will provide accommodation for the handling of about five thousand animals per week. This is what was decided upon at a conference held recently, and it will probably have the endorsement of the Toronto City Council when the matter comes before that body. It was agreed that William R. Perrin, Jun., should be asked for an estimate of the probable cost of the proposed plant.

A Veteran Career in the West

A record of twenty-three years for one firm on the road is going some. Yet this is the period that Lewis Godbolt has carried the line of J. and T. Bell, of Montreal, on the ground between Port Arthur and the Pacific Coast. For the last few years he has been assisted by James Lamonte and F. Hoffman. The latter traverses all of Alberta and part of Saskatchewan, and the former the balance of Saskatchewan and Manitoba. Mr. Godbolt looks after the larger cities in the three prairie provinces and all of British Columbia. He is also identified with several retail shoe concerns, the Ryan-Devlin Shoe Company, of Winnipeg; W. F. Muirhead and Co., Fernie, B.C., and W. E. Tait and Co., Kamloops, B.C., all of whom are doing an up-to-date, pro-

fitable business. Mr. Godbolt has had a varied experience. Fifteen years ago he made the Australian trip in the months of July and August, which he spent in Sydney and Brisbane, combining business with pleasure. He had the honor of introducing the first Canadian shoes into the Antipodes, and opened up several good accounts on the understanding that he was to follow up the trade. Shortly after his return to Canada Mr. Godbolt received word from J. S. Larke, Canadian Commissioner, to the effect that the different colonies



were then agitating the advisability of combining, under one duty, which duty was liable to be prohibitive to Canadian footwear. Mr. Larke advised him not to return until such time as a settlement was assured. This matter hung fire for about four years, and in the meantime the firm had several requests for goods, but the Canadian trade growing to such an extent with the rapid development of the West and other portions of the Dominion, they thought it advisable to confine their product to this country. When asked by some of his Australian friends if he would not go to that country to live, Mr. Godbolt replied that he would not exchange one of the Canadian Western provinces for their whole continent; and in this remark he cast no reflection or slur, but simply gave his honest, open conviction. He says that he found the Australians as fine and open-handed a people as he had ever done business with. During Mr. Godbolt's twenty-three years with the firm of J. & T. Bell he lived about thirteen years in Toronto, and the remainder of the time he has spent in Winnipeg. He arrived there in the fall of 1881, and moved back to Toronto in 1895. The Western fever growing stronger, he decided to return to Winnipeg to reside. He has watched that city grow from a place of 12,000 or 15,000 people to a teeming centre of nearly 200,000 inhabitants. He believes that the Prairie Capital is one of the finest, brightest and most progressive communities on the globe. Mr. Godbolt is a capable and aggressive salesman, and is well thought of throughout the entire country.

Berlin Secures Big Industry

D. Lorne McGibbon, president of the Canadian Consolidated Rubber Company, has announced that his concern had accepted the \$25,000 bonus offered by the Berlin Town Council to erect a \$1,000,000 auto tire plant in that place. At

one time the company was considering erecting the plant in Hamilton, Ont., and had even gone so far as to get options on property there.

Desire Good Canadian Agents

The following were among the recent inquiries relating to Canadian trade received at the office of the High Commissioner for Canada, 17 Victoria Street, London, S.W.; A London firm manufacturing high class leather goods, such as portmanteaux, trunks, gladstone bags, kit bags, hand bags, suitcases, silver and gold-fitted dressing cases, etc., desire to appoint reliable Canadian agents in each province. A Nova Scotia correspondent would like to obtain the representation of a United Kingdom boot lace manufacturer.

He Joins the Traveling Ranks

John J. Connor, who has been appointed Western Canada representative for the firm of McLaren and Dallas, Toronto, left for his new ground last week. He has had twenty years' experience in the shoe game, and is a native of Alliston, Ontario. On coming to Toronto, he entered the employ of Guinane Bros. (now John Guinane). He was with the firm eleven years, rising from messenger boy to manager. He afterwards opened a retail store at 328 Yonge Street with his brother Frank, the partnership being known as Connor Bros. They carried on business for a couple of years. John J. Connor later went to Niagara Falls, Ontario, where he was engaged for seven or eight years, doing a fine trade under the name of the Toronto Shoe Company. Some months ago his establishment and stock were completely wiped out by a serious fire. Mr. Connor returned to Toronto and entered the service of McLaren and Dallas. He has many friends in the trade, who will wish him every success in his new field of operation.



WANTED—Foreman sole leather room, long American experience, steady, reliable, locate anywhere, best references, train green help. Canadian factory preferred. Address Box 32, SHOE AND LEATHER JOURNAL.

WANTED—By wholesale shoe house, an experienced shoe salesman, with good connection, to handle a good line of men's and women's American and European novelties. All communications treated strictly confidential. Apply Box 34, SHOE AND LEATHER JOURNAL.

WANTED—Shoe traveler to carry a line of men's and boys' welt shoes on commission, to canvass the retail shoe stores in towns east of Toronto. These samples are thoroughly up-to-date and made on the latest American lasts, and at popular prices. Also want traveler to canvass towns west of Toronto, same as above. Apply to P.O. Box 1448, Montreal.

BOOT AND SHOE TRAVELER, at present traveling for one of the largest shoe manufacturers in Canada, desires similar position. Perfect knowledge of both languages and highest credentials. Would travel East or West, might be an inducement to manufacturers requiring traveler for Province of Quebec. Address Box 30, SHOE AND LEATHER JOURNAL, Toronto, Ont.

WANTED

Manufacturers line of shoes on commission for territory North and West of Toronto, thoroughly posted on shoes and can command the best trade on this ground. References. Box 31, Shoe and Leather Journal.

Additional News Jottings

J. Koenig, shoe dealer, of Hanover, has disposed of his business.

Emile Larose, shoe retailer, Montreal, has made an assignment to V. Lamarre.

J. C. Gelinas & Co., shoe dealers, of Montreal, have assigned.

A meeting of the creditors of F. Guertin, shoe retailer, of Hawkesburg, Ont., has been called.

Dion and Frere, shoe dealers, Montreal, and the Dominion Shoe Co., manufacturers, of the same city, have recently registered.

P. Arland, shoe merchant, 6 Market Square, Hamilton, will next week move to 11 Market Square, in that city, having exchanged stores with the Hawkins Drug Co.

Fred W. Weston, of Campbellford, has sold out his interest and retired from the partnership of F. J. Weston & Sons, wholesale shoes, Toronto, which will be continued

under the same management as heretofore. F. W. Weston has taken no active part in the conduct of the business during the past ten years.

At the last regular meeting of the Charlottetown, P.E.I., city council, R. C. Goff applied to that body for tax exemption on his shoe factory and on his warehouse stock. He said that without liberal concessions it would be impossible for him to continue the industry. The city council will seek special legislation so as to comply with Mr. Goff's request.

IS IMPROVING ALL THE TIME

Please find enclosed postal note for \$1 to cover another year's subscription. I have been very much pleased with the "Shoe and Leather Journal" during the past year, and have noticed a marked improvement in each succeeding semi-monthly issue.

Picton, Ont, July 13, 1912. J. C. NORTH.

CANADIAN SHOE MANUFACTURERS**WRIGHT & WRIGHT**

Makers of CHROME VELVET OOZE SPLITS suggest to you the advantage you have over your competitors by using BUTTON FLIES, OXFORD QUARTER LININGS, GUSSETTS AND SOFT SOLES.

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AND UPPERS

We are Tanners of Leather and Manufacturers of the above lines and in buying from us you get in on the ground floor as to quality and price.

THE R. M. BEAL LEATHER CO. LIMITED, LINDSAY

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CLARKE & CLARKE, Limited

Established 1852.

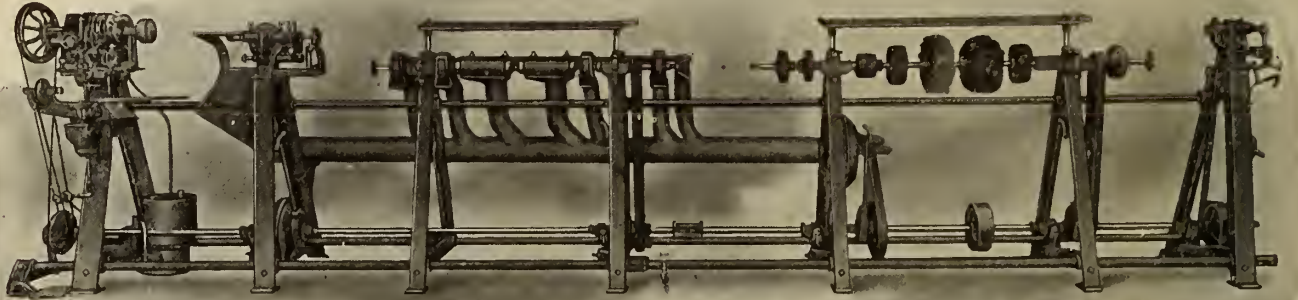
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22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

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Guay Solid Leather Counters outwear other counters because they are made of solid leather. Nothing shoddy in their make up, and nothing shoddy in their wear—that's the gist of the story.

3½ and 4c. per pair.

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ASK FOR
So Cosy
TRADE MARK
SHOES

Women will stop

and then they'll enter your store to buy, if you show our exquisite *So-Cosy Soft Soles* in your window.

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PRESTON CANADA

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Tanners of CHROME SOLE

We were the first in this country to make this leather and are still in the lead.

Write for samples and prices.

Factory and Office, Store, 224 Lemoine St.
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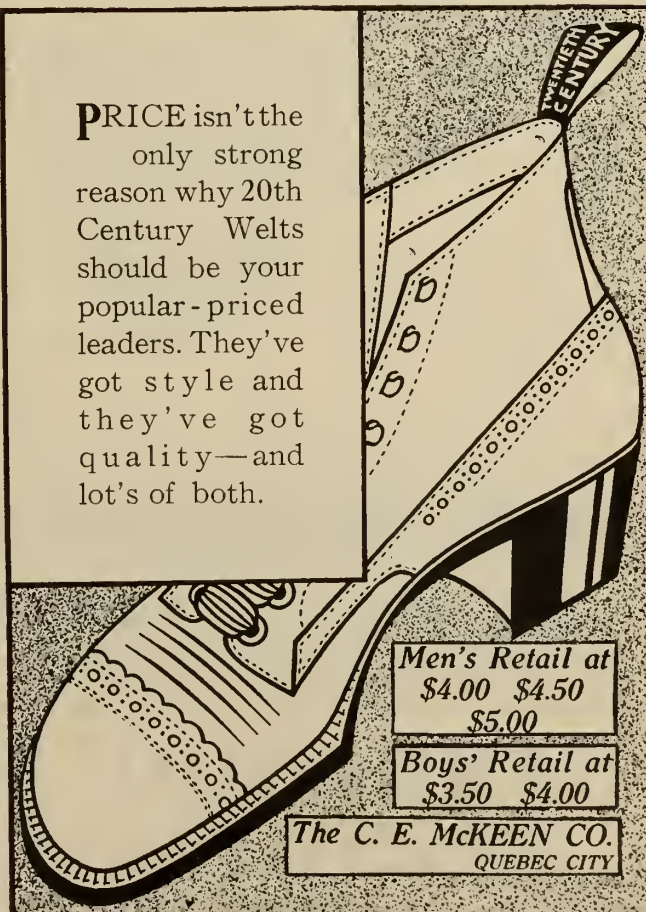
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PRICE isn't the only strong reason why 20th Century Welts should be your popular-priced leaders. They've got style and they've got quality—and lot's of both.



Men's Retail at
\$4.00 \$4.50
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McKAY SEWN SHOES

FOR
WOMEN, MISSES
AND CHILDREN

Shoes that have Style and Finish
—at the right price for the jobbers,
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Without any spirit of brag, we announce our business for July “very much” in excess of last year.

Why?

Because we are well stocked, give good attention to orders, ship promptly and our prices are always attractive.

A New Line Men's Water Elk Boots 12 inch leg

Have you had this line at \$6.25. It is a “seller and money maker,” and we have “sole control.” Give us a trial order.

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It doesn't take long to bring out the shine with Peters Polishes, and it doesn't take much polish either. ¶ A little polish and a little rubbing and you have a brilliant, lasting, waterproof shine. ¶¶ Sells fast.

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It is a perfect black with a fine grain.

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Everything in bows, buckles, beaded ornaments, etc. Latest French and English novelties, from 3c. doz. to \$12 a pair.

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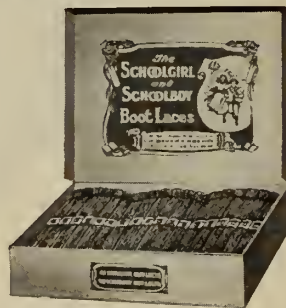
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Assorted ½ each to 1 gross box. Banded 3 pairs to a bunch. Good and strong. Suitable for child's wear. Can be retailed at 10c. band of 3 pairs.



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Gent's 36-in. Ladies' 45-in. Very fine polished cotton. Ordinary tags, put on to stay. A real good lace. To retail at 5c. pair very profitably.

THESE qualities are well known to most of the better shoe stores, and bring good steady business. They are dependable, well-dyed, well-finished, banded in pairs, one-gross boxes, nicely made and labeled, wrapped in transparent tissue paper so labels can be seen. They are away ahead of the ordinary cheap package goods in every respect. You will find them much more profitable and satisfactory. We do not allow price-cutting. British manufacture throughout, and to the last detail are made on our own premises.

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Telephone M. 2994

A FEW INSIDE FACTS

ABOUT EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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  trademark 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

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MINER & SHEFFORD
BRANDS OF
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Goodwill!

There is one thing that keeps the
Customer a friend of the dealer.

That thing is the wearing qualities of,
and the satisfaction given, by the
goods sold.

The Miner and Shefford Brands wear
longest, give best satisfaction, there-
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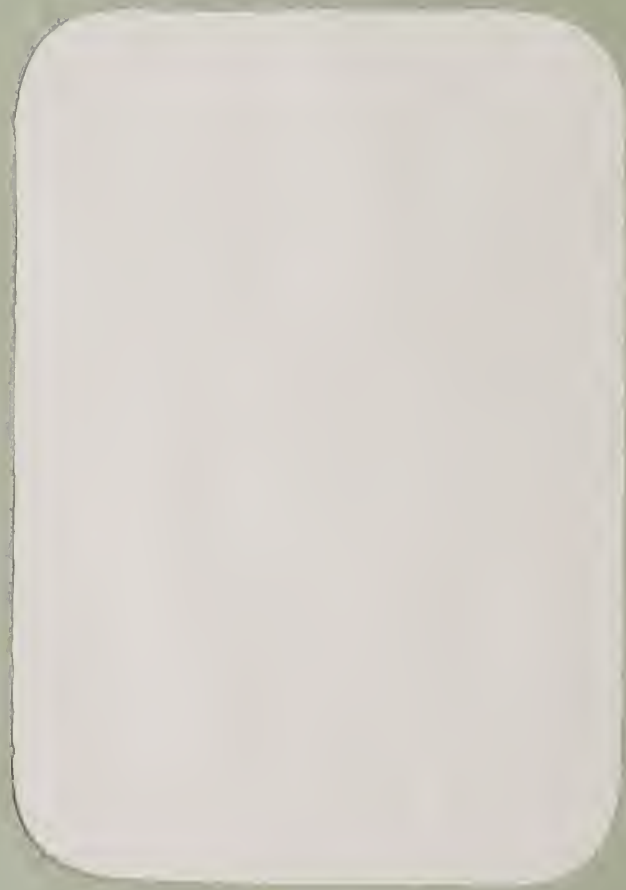
1912

Published Twice a Month

THE
SHOE & LEATHER
JOURNAL



ACTON PUBLISHING CO. LIMITED
TORONTO **MONTREAL**



THE SHOE AND LEATHER JOURNAL



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 London, Sept. 7—14.

Provincial Exhibition
 Halifax, N.S., Sept. 11—19.

St. John Exhibition
 St. John, N.B., Aug. 31—Sept. 7.

Call around and see us if you happen to be visiting at any of these. If you are in Toronto—well, our address is **67 Adelaide Street East**—we will be glad to see you any time you can come.

"NUGGET" POLISH COMPANY
 LIMITED
 TORONTO CANADA



The "Peak" of Efficiency

WE know that "Paris" Brand Fine Shoes and "Rock Bottom" Brand Course Shoes will give your customer the highest degree of service because we've known every shoe since it was a hide,

We tan in our own tannery just the sort of hides that have proven to be best suited for our various lines, and a hide never gains entrance to this tannery unless it is in the highest degree efficient.

Then, too, we have two factories. One specializes our "Paris" Brand, the other our "Rock Bottom" Brand. There is no waste of time, energy or leather, and we deal direct with you. This means better profits for you.

As to delivery, we've a service of which we're proud. We would like you to test it. We promise you the "peak" of efficiency.

Daoust, Lalonde & Company

Shoe and Leather Manufacturers

MONTREAL - P.Q.

P.S.—A Full Line of Moccasins, Long Boots, Felts, Etc., Carried

“NIGRO” CALF

BUILDING A REPUTATION

is a perpetual operation—and a serious one.

One must be continually on the look-out for the best of materials and guard against inferior quality, in order to strengthen and not endanger the stability of the construction.

Now you, Mr. Manufacturer, are building a reputation for shoes. You are anxious to embody, in the construction of your products, the best materials, and still in their selection allow price to be a most important factor.

In offering you “Nigro” as a vamping calf for velour and gunmetal shoes, we are offering you the best there is. We could dwell to some length on the excellent qualities of “Nigro,” but there is a better and more satisfactory way.

Order a few skins as a sample—try them out, and if “Nigro” does not give you the greatest satisfaction let us know and we will make it right.

How many skins shall we send you?

DAVIS
LEATHER COMPANY
LIMITED
NEWMARKET, ONT.



¶ HOW MANY WOMEN who enter your store grow enthusiastic over a stylish high priced shoe but immediately become silent when you mention the price?

¶ The majority is right, is it not?

¶ It's the style that does it. It's the style that has made "Cleo" shoes so popular. But it's the style at a price which has made them most popular. For the woman who grows enthusiastic over the style in "Cleo" shoes may continue to be enthusiastic when informed as to the price, because the price appeals to her, and is mostly to her mind just what it should be.

¶ Then there is the hidden worth—Durability and Foot-Comfort—elements which are embodied to the greatest degree in the construction of "Cleo" shoes.

¶ It's the Style and Price which sell "Cleo" shoes and Durability and Comfort that ensures the custom of the purchaser.

CLEO SHOE COMPANY

LONDON



CANADA

WE beg to announce to THE SHOE
TRADE OF CANADA, that
our LINE of SAMPLES for
SPRING 1913, will be the
finest we have ever produced.

One Feature — Six New Lasts

We can show you, Mr. Buyer, anything
you want to name in Styles, Lasts, etc.,
in Men's High Grade Welts.

CANADA'S BEST SHOEMAKERS

The
Hartt Boot & Shoe Company
Limited

FREDERICTON, N.B.

P.S.—Our salesmen will be a little late in
starting, but it will pay you to wait for them.

**WE ARE STRONG
ON
SORTING ORDERS**

Not only on the shoes we turn out,
but on the service we give you as
well.

We want your sorting orders, because
by satisfactorily filling them we show
you that we can give you a com-
plete service also.

Watch for the announcement of
our Spring, 1913, lines in the
next issue of this paper.

Jas. Linton & Company

Factory and Head Office

MONTREAL

Branch

WINNIPEG

“PERFECTION AT LAST”

The E-Z Walk (TRADE MARK) Ventilating Spring Heel Cushion

The Acme of
Comfort and
Durability



Hygienic, Pneu-
matic, Resilient,
Light, Durable.

Worn Inside the Shoe

Makes Standing and Walking a Real Pleasure

THIS Heel Cushion is made with a spring of special design and of superior temper to bear up the wearer's weight and take the jar off the spine. With each step the wearer compresses the concealed spring and thus causes the springy sensation and producing the ventilating feature.

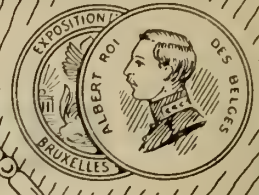
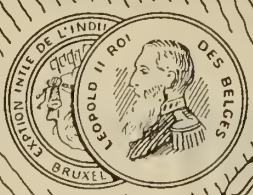
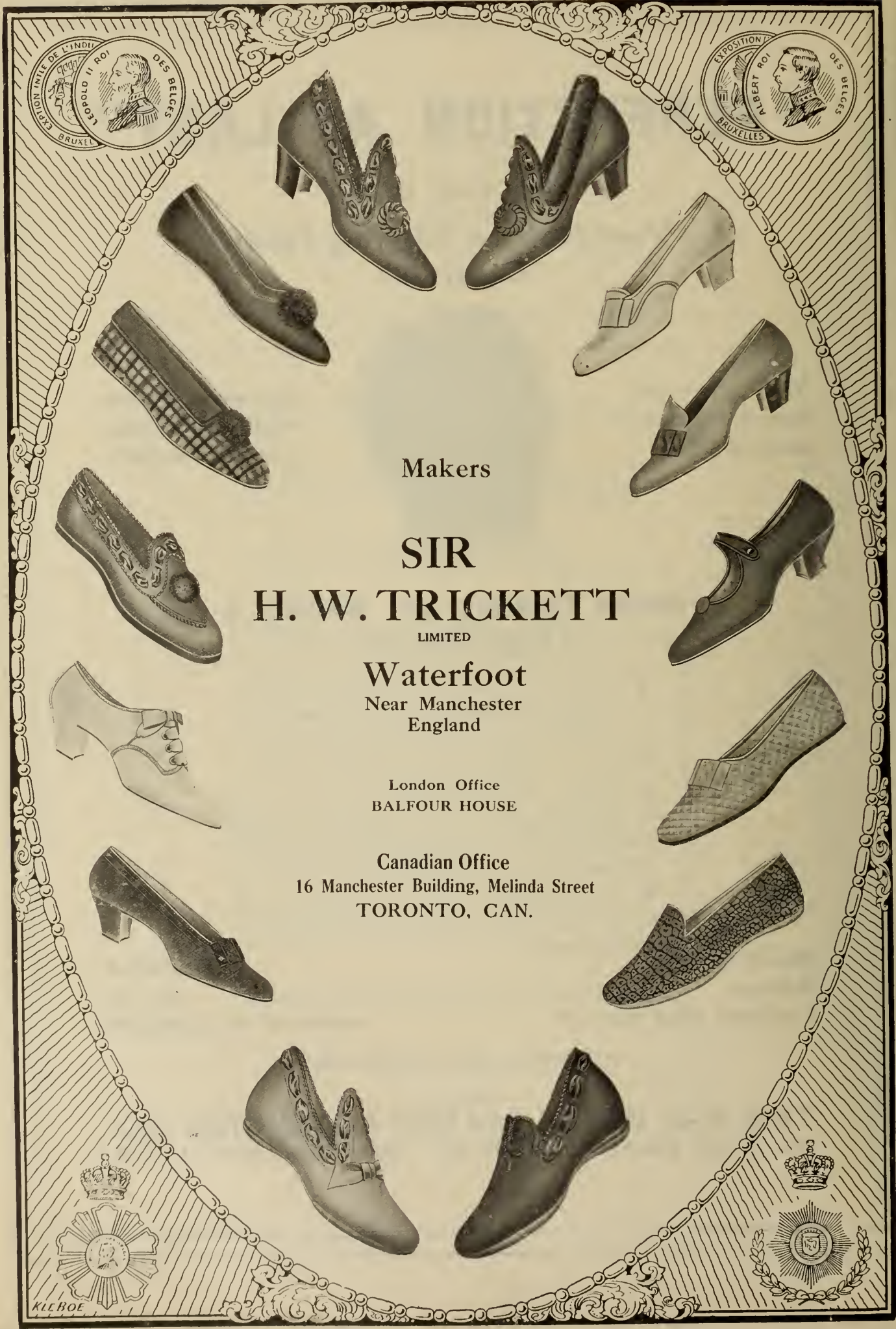
¶ All unpleasant odors are driven out of the shoe, and undue perspiration is prevented.

Made in
3 Sizes
For Men and Women

Handled
by all
Jobbers in Canada

BE CONVINCED --ORDER A SAMPLE DOZEN

Made by
THE E-Z WALK MANUFACTURING CO.
133 West Fourteenth Street, New York, N. Y., U. S. A.



Makers

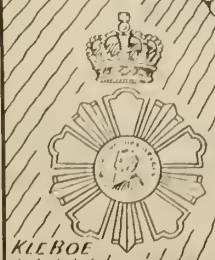
SIR H. W. TRICKETT

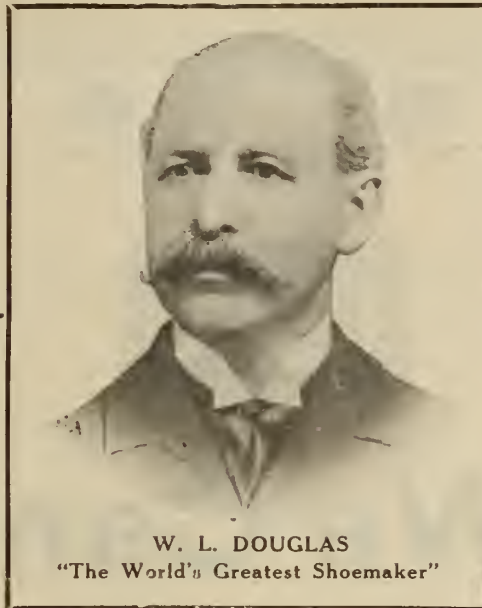
LIMITED

Waterfoot
Near Manchester
England

London Office
BALFOUR HOUSE

Canadian Office
16 Manchester Building, Melinda Street
TORONTO, CAN.





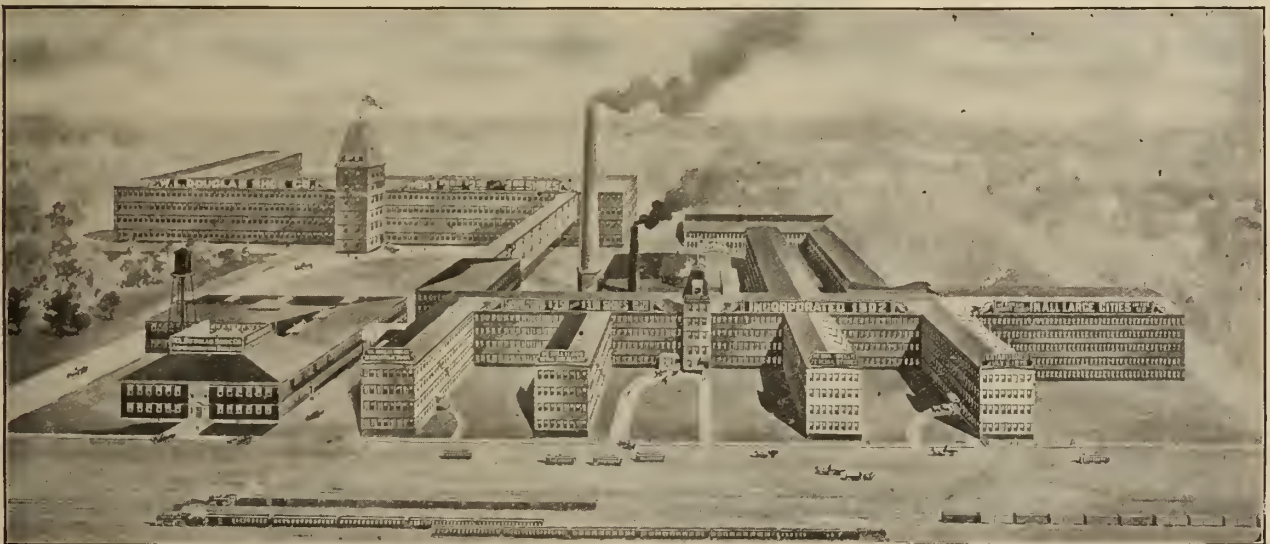
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U.S.A. CAPACITY, 17,600 PAIRS A DAY.



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

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

United Shoe Machinery Co. of Canada

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

CANADIAN NATIONAL EXHIBITION

AUGUST 24 — SEPT. 9

Make your visit to TORONTO profitable and complete by calling at our Warehouse and Sample Rooms

— 30 —

FRONT STREET WEST

The good things we are offering on our "SPECIAL" EXHIBITION BILL OF FARE will surely make it worth your while.

Our traveling staff will be on hand to meet their friends and help them to make their selections.

Our Leading Lines

The "IMPERIAL" Shoe, BEAVER BRAND" Shoe, "MAPLE LEAF" Solid Leather Heavy Shoes, "LITTLE CANADIAN" Fine Shoes for Misses and Children, "KANT KRACK," "DAINTY MODE," "ROYAL" and "BULLDOG" Rubbers.

McLAREN & DALLAS

WHOLESALE DISTRIBUTERS

BOOTS :: SHOES :: RUBBERS

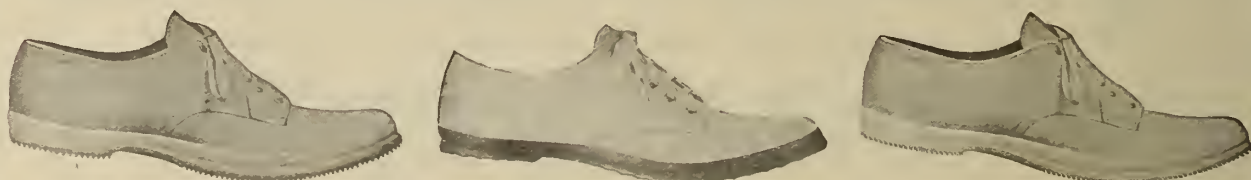
An Emblem of Merit



Some Seasonable Lines to Keep the Feet Cool



COOL SHOES are **COMFORT SHOES**



For Country, Home, Camp and all Outdoor Life

Mr. Jobber and Mr. Retailer, we solicit your business in this line.

Is your stock properly assorted to care for the large demand for "Fleet Foot" Goods?

Send your repeat orders to our nearest branch to save delay.

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

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

1912

Moench Special Leathers

We are bending our efforts toward producing as few lines as possible and toward making a specialty of each line. This enables us to produce in large volume at a minimum cost. We desire to call attention at this time to three of our special lines:

Nechro Box and Plain Dull

Owing to the very high cost of Chrome Leather, many manufacturers are substituting our Nechro (near chrome). It makes a medium cost shoe that gives satisfaction in wear and appearance. Our Topping Nechro can be substituted for Mat Calf. This leather has been used in large volume for the past five years by the most prominent shoe manufacturers of the United States, and has stood the test of wear.

Brown Russet

Pronounced by Shoe Manufacturers to be the most economical side leather procurable. Pronounced by our Competitors to be the best tannage of its kind on the market to-day. There is absolutely no leather in the same class at as low a price.

Flexible Splits

Have you sampled our late Flexible? We are proud of them. They can be used for both McKay and Goodyear work. We are just as careful in the workmanship as in our finest upper leather.

We are always pleased to send sample cuttings and prices upon inquiry.

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

C. Moench Sons Co.

117 Beach Street, Boston

BOSTON
CHICAGO
ST. LOUIS



“VASSAR”
“BERESFORD”
“MISS CANADA”



NEARLY A MILLION PEOPLE
FROM ALL OVER THE DOMINION

Will see this display of our productions at the Canadian National Exhibition.

MINISTER-MYLES
SHOE COMPANY
LIMITED
COR. PEARL AND SIMCOE STREETS
TORONTO - - CANADA

This is a selling help which should be seriously considered by every shoe merchant when buying for Spring Nineteen-thirteen.

5

1

one

2

two

3

three

4

four

5

five

5

Yes! Yes! Yes!

Don't get alarmed—

Our travelers have **5 NEW LASTS** to show you. This means that they have something to suit your trade.

We have the latest style patterns on up-to-date lasts.

Our prices are lower than the quality of our goods.

Don't place your order before you have seen our samples. Our travelers will soon be with you.

STAR SHOE LIMITED

Manufacturers of the "Star" Brand Shoe

MONTREAL

-

-

-

QUEBEC

**Please
Remember
That :**

We manufacture
Boots and Shoes
for Boys, Youths
and Gents,
Growing Girls,
Misses,
Children and
Infants
in
McKays and Turns



The Average Man of to-day pays particular attention to his footwear. But the average man, although he usually wants the best, does not feel inclined to pay the top price.

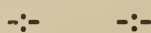
That is what has made "Murray" shoes so popular. They are popular priced. And in addition they have the style. They give the wearer actual foot-comfort and they show him durability not found in another shoe at the same price, and as good and sometimes better than that found in higher priced shoes.

It's our system of manufacture that is responsible. And it is the best system there is, for it enables us to get the cost right down to the minimum, and so give you high grade shoes which you can profitably retail at popular prices.

Mr. Merchant, it's good business to go strong on "Murray" shoes.

MURRAY SHOE COMPANY
LIMITED

LONDON



CANADA

“Kingsbury” and “America’s Beauty” Shoes



No. 214—Patent 3-Butt. Oxford
No. 34 Last, Lynn Heel. Also
in Tan, No. 210, and in Gun
Metal, No. 234. All “FLEX
WELT.”

Three of our new styles
for your particular trade.
Sure sellers.

And we have many others
just as “chic.”



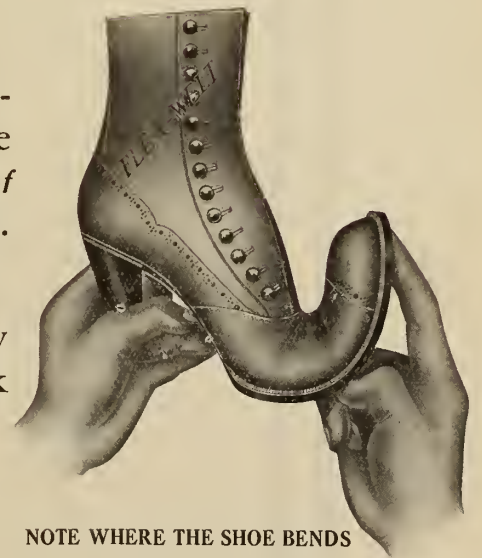
No. 391—Patent Duchess, No. 35
Last, Cuban Heel.



No. 399 — Patent Corded Top
Pump Turn, No. 37 Last,
Cuban Heel.

The “Flex-Welt” pro-
cess makes the shoe
flexible *across the ball of
the toe*—not at the shank.
See the advantage?

Can be applied to any
shoe made by us. Ask
our traveler about it.



NOTE WHERE THE SHOE BENDS
FLEX-WELT

See Our Salesman Before Ordering.

Kingsbury Footwear Company, Limited
Specialists in Ladies' Footwear
Montreal

Keep Your Stock Well Sorted—
 — — — —It's Good Business

You know from your own experience that the person who enters your store and being unable to obtain his or her requirements, finds it necessary to go elsewhere, is the person whom you will find very hard to attract in future.

Guard against this by keeping careful tab on your stock. See that no lines for which there is likely to be a call are sold out.

This does not necessitate the carrying of a heavy stock. That is where I come in. I carry the stock. That's my business.

You can order in smaller quantities and I will be in position to supply your needs on short notice.

Now there may be some lines upon which there has lately been a run. Wouldn't it be a good idea for you to take a look over your stock right now, jot down the numbers of any lines which may be low and let me have the list.

I'll see that you get what you want without delay.

JAMES ROBINSON

182-186 McGill Street

MONTREAL, QUE.



“HAPPY DAYS”

- ¶ We think we have some snappy lines for Spring.
- ¶ We think that you will think so, too, when you see them.
- ¶ We also think that your patrons will coincide, and that means business for both of us.
- ¶ ASTORIA and LIBERTY SHOES for Spring will have many attractive features.
- ¶ Place no orders until you see them.

The **COOK-FITZGERALD COMPANY**
LIMITED

LONDON

CANADA



“Fashion” Last
Ladies’ Patent Button Shoe

Some Rideau Fo

HERE are four new lasts picked at random from the range of styles for Spring, 1913, bearing the “Rideau” stamp.

Every shoe is a strong argument for new business. Its natty appearance will make the sale; its comfort and wearing quality will assure a come-back trade.

We have 150 more arguments as persuasive as the four shown here. One of our travelers will be pleased to show them to you. Ask him more about them.



“City” Last
Men’s Tan Russia Calf Blucher, Bal.

Wait For The Rideau Trav

THE RIDEAU

MON

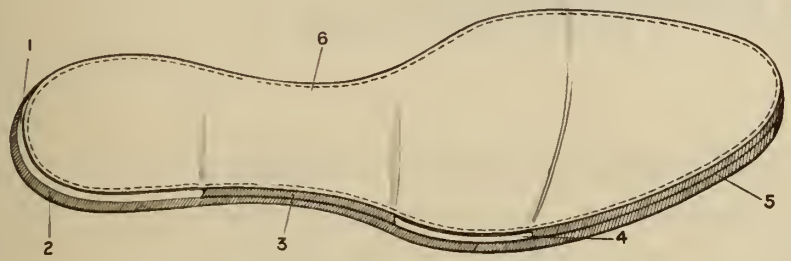




Hints Spring Trade



“Doris” Last
Ladies’ Gun Metal Calf, Blucher
Oxford with Dull Collar, Eyelet
Stay and Fabric Quarter



1. Heel Cushion—Lamb’s Wool Felt
2. Flexible Leather Insole.
3. Leather Arch Support.
4. Forepart Tread—Lamb’s Wool Felt.
5. Toe Rest—Piano Felt.
6. Bleached Calf Cover.

“Wonder” Cushion Sole (Reg’d)

This is not the original Dr. Reed Cushion Sole patented in 1901-1904, but the latest improved cushion sole, patented in Canada in March, 1912, by Dr. A. Reed and D. A. Reed of St. Louis, Mo., U.S.A.

We have secured the sole right for Canada to manufacture this improved cushion sole, and are prepared to place it in any shoe on order. Ask our traveler, or write us about it direct.

Will Soon Be With You.

SHOE COMPANY

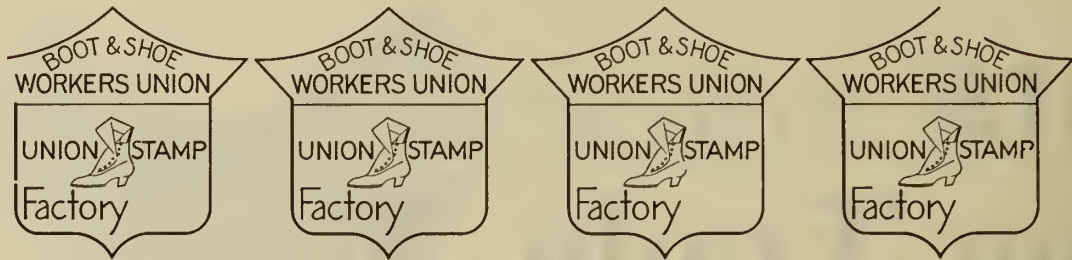
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EAL



“Park” Last
Men’s Gun Metal Calf Blucher Oxford
with fancy quarter

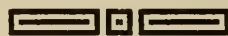




The Union Label Plus Influence!

The Union Label means something more than protection to the shoe worker. It means protection to every wearer of shoes, because it signifies good workmanship, good conditions, honest goods, honest prices, all of which mean influence, and influence to you means more customers, more sales, more prestige, more profits.

Our campaign of advertising -- educational in its nature -- is teaching the public the importance of the Union Label, and the demand for Union Stamped shoes is enormous, and is rapidly increasing. You cannot afford to do without this large and profitable trade.



Boot and Shoe Workers' Union

246 Summer Street, Boston, Mass.

JOHN F. TOBIN, President

CHARLES L. BAINE, Sec-Treas.

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.



*THE
Professor*

PAT. NO.  119409
GOLD CROSS
SHOE

**THE TEBBUTT SHOE &
LEATHER COMPANY**

LIMITED

Three Rivers, Quebec, P.Q.

Plenty of Style Without Corns, Bunions or Callouses

DON'T think that because "The Professor" Gold Cross Shoe is built sensible enough to prevent sore feet, it has no style. It has style enough to suit any man's taste, and comfort enough to make his feet happy.

You see, besides being shaped anatomically correct, it has other features that make for foot comfort.

Its antiseptic, cushioned inner sole keeps the shoe clean and sanitary and gives a soft, springy tread that prevents the chafing and rubbing of the foot. Its thermal asbestos middle sole keeps the foot from being unduly affected by the heat or cold. The outer sole is soft and pliable, yet good and strong—a mighty good sole to walk on.

The uppers are made of soft, pliable kid that moves with every movement of the foot.

*"A Shoe That's Good
to Feet"*

A GREAT OPPORTUNITY

Our Samples for **Spring 1913**
are now about ready.

Every Retailer should see our new line—the most complete and up-to-date in Fine, Medium, and Coarse Goods, all produced in our three highly specialized factories: No. 1, No. 2, and No. 3, and representing

PERFECTION
IN
QUALITY - STYLE - WORKMANSHIP

Do not fail to see these Samples.
They merit your attention.

AMES HOLDEN McCREADY LIMITED

Montreal - Toronto - St. John - Winnipeg
Edmonton - - Calgary - - Vancouver



A. CORBEIL



ESAI
A. CORBEIL—Men's and Boy

SPRING 191

Best Values—Lates

Mr. Retailer: The selection of your \$3, \$3.50 and \$4 lines of Men's Shoes is very important, for right here, on these popular-priced shoes, is the bulk of your business done.

The CORBEIL Line has a number of superior features that are entitled to your consideration, among them being practical and smart styles; all the latest and best lasts; an exceptional variety of patterns; a wide range of upper stock; the best of workmanship; perfect fitting qualities; valuable selling helps—and a bigger Stock Department to size-up from at short notice.

A. CORBEIL

Maker of the "Land-O"

Warehouse and Offices—71 St. Paul Street, MONTREAL

1870.

Popular Price Shoe Specialist for over Forty Years

OFFERING

Styles—Least Cost

The effect of one big successful line of Men's Shoes, in any store, is to increase sales-efficiency on all lines in that store.

Put CORBEIL Shoes into your store and see if this statement is not absolutely true.

The CORBEIL line for Spring is one carrying maximum style features with full integrity, and many new lasts to choose from.

Our salesmen are out with the CORBEIL Line for Spring, 1913. Upon request they will call on you.



Manufacturer

and "Leader" Brands

Factory—69 to 71½ St. Paul Street :: MONTREAL

Finest
Quality

Whittemore's Shoe Polishes

Largest
Variety

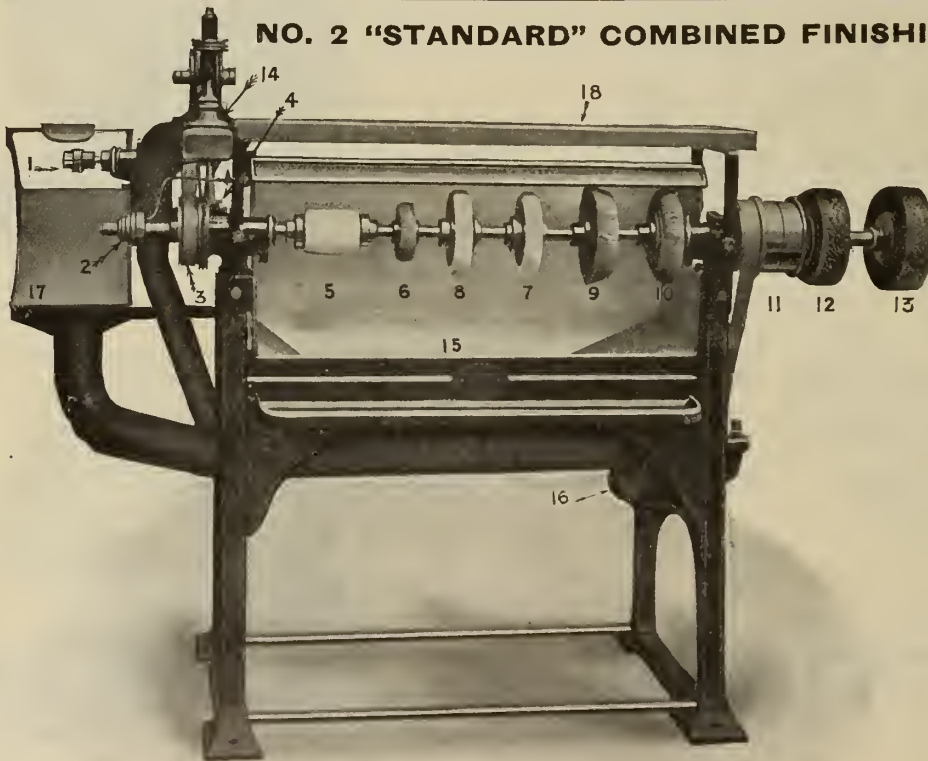


Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE." Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.
- "ALBO." Cleans and Whitens Canvas, White Buck, Suede and Nubuck shoes. Each cake in a *zinc-tin* box with sponge (see cut) Retails 10c. Each cake in a handsome *aluminum* box with sponge. Retails 25c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.
- "DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, brüles, etc. Retails 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "QUICK WHITE" makes dirty Canvas shoes Clean and White. In liquid form, so can be quickly and easily applied. A sponge in every packet so always ready for use. Two sizes, retails for 10c. and 25c.

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

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts. Space, 5 ft. 8 in. x 3 ft. Speed, 1200. Pulley, 6 in. EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

The Word is AMHERST

for FOOTWEAR of the Comfortable and Satisfactory kind.

There is always something doing at Mr. Retailer's where

Amherst Solid Shoes

are carried and well assorted, because his customers become a satisfied and loyal constituency.

Amherst Boot & Shoe Co.

Limited

AMHERST, N.S.

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

L. H. PACKARD & C^O. LIMITED
MONTREAL, P. Q.

Shoe Store Supplies of Every Description

OVERGAITERS and LEGGINGS

SHOE DRESSINGS, Etc.

Write for our Handsome Catalogue

OUR TRAVELERS WILL CALL ON YOU SOON

McDERMOTT SHOES

The line of longer profits, embodying more lasts and patterns than any other line in our grades. The line you should have in your store if you want "live ones."

Welts, Turns and McKays to retail at \$3, \$3.50 and \$4.

THE McDERMOTT SHOE CO.

Women's Shoe Specialists,
MONTREAL

THE BEST
PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED



QUALITY GOES IN BEFORE THE NAME GOES ON

QUALITY—the one thing we aim to perfect in Surpass Shoes and we have done it, but we didn't sacrifice price to do it. After fifty years we have a shoe that meets the approval of the dealer and the customer alike—the dealer because there is money in Surpass Shoes for him, and the customer because every pair of Surpass Shoes represents REAL QUALITY.

THE LOUIS GAUTHIER CO., LIMITED
QUEBEC CITY



Brandon Shoes go direct to you

It is more profitable to sell Brandon Shoes because they come to you with only one profit added—that of the makers.

They'll compare in style and finish with shoes that you pay more for.

See for yourself.

BRANDON SHOE CO. LIMITED
BRANTFORD, ONTARIO



The Williams factory turns out nothing but work shoes. That's one reason why

WILLIAMS FLAME-PROOF MOLDER'S SHOE

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

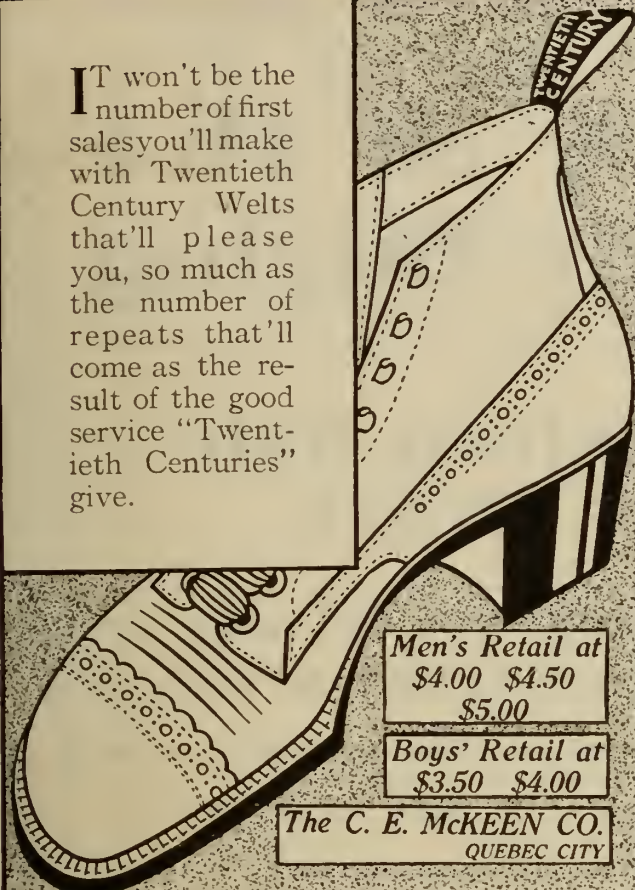
Write to-day and get our price list.

**THE ROBERTS & VAN-LANE
SHOE COMPANY, LIMITED**
BRANTFORD, ONTARIO

CANADIAN SELLING AGENTS

ARTHUR A. WILLIAMS SHOE COMPANY
HOLLISTON, MASS.

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SHOE & LEATHER JOURNAL

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TORONTO, AUGUST 15th, 1912

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Advance

Why Boots and Shoes Will Cost More Money

Tanners Cannot Supply Sufficient Leather—Marked Advances in Manufacturing and Selling Costs—Rapidly Changing Styles a Factor—Educate Your Customers to Pay Higher Prices

"Why have I to pay more for shoes?" asks many a retailer of the SHOE AND LEATHER JOURNAL. The manufacturer is asking the tanner why he charges more for leather, and the tanner is vainly seeking hides and skins, not at lower figures, for he realizes they are too scarce, but at any price.

To understand why shoes will cost the retailer more this season, one has to go beyond the manufacturer to the tanner, and beyond the tanner to *his* source of supply, and to review conditions for some years past. Then it becomes apparent that the increased prices asked for leather and for shoes are justified. For the law of supply and demand has brought about present conditions.

Hides and Skins Scarce

Shoe manufacturers depend upon the tanner for leather. Tanners are dependent upon the supply of hides and skins, and to-day they face an acute situation. Ten years ago hides and skins were plentiful, because there were big ranches raising hundreds of thousands of cattle, and there were *fewer* manufacturers, making a *smaller* quantity of shoes. And leather was not used in the manufacture of automobiles, and for other commercial purposes, outside of shoemaking, to nearly the extent it is to-day. Each year there is a greater demand for leather by *more* shoe manufacturers, making more shoes, and the supply of hides and skins is becoming *smaller*. Small farmers and grain raisers are taking the land of the cattlemen. Skins cannot be obtained from foreign parts except at high prices, and then not in quantities desired. Supplies are very scarce. With production curtailed and demand increased prices mounted, naturally. To-day hides and skins cost tanners 40 p.c. to 75 p.c. more than they did ten years ago.

Tanning Materials Higher

Oils, extracts, acids, chemicals, and other tanning materials have advanced in price 50 per cent. Help costs as much

as 75 p.c. more. It requires twice as much money to run a tannery to-day. Although the tanners have to pay much more for their raw material, and in wages, leather has not advanced correspondingly. So, now, the tanner has had no choice but to advance the prices on all leathers 10 p.c. This has been done.

It is the shoe manufacturer who has to pay the advance. The maker of shoes has also to pay more for cotton linings, and findings, while *he*, too, has to pay more for *his* help. Men receiving \$10 a week ten years ago make at least \$15 to-day.

Rapidly Changing Styles a Factor

Another handicap the manufacturer works under to-day is the exceptionally rapid change in styles and patterns. The average factory spends several thousands of dollars on new lasts, installed each year, and which are used, in most cases, but for a season or two, and are then out of date. Conservative manufacturers put in new lasts every spring. An exacting public is now demanding new lasts spring and fall. They get them. Someone has to pay.

There was a time when manufacturers jobbed old styles, at a reduction averaging 10 p.c. To-day they cannot do this, as consumers will not wear old styles. This is because each season's styles are so distinctive that one year's fashion does not at all resemble the previous; and there is never a market for an antiquated product. As a result, once a style is out it is obsolete, and the manufacturer who has a stock faces almost an absolute loss.

General Expenses Higher

Cost of doing business has increased. Rents are higher, salesmen cost more, and a larger number is required. The service a maker gives his customer is infinitely greater than it was ten years ago—but he spends more money to give it.

Considering these facts, and viewing the general increase in manufacturing costs of all commodities, as shown

by advances which have been made from time to time in clothing, furniture, edibles, one realizes the justice of the shoe manufacturers' position in advancing figures 10 p.c. to 15 p.c., meaning an advance to the consumer of 25c. to 50c. a pair.

No Trust or Combine

A certain section of the press, always anxious to "protect" the public, has been publishing articles calculated to give the consumer the wrong idea of the situation. Ignorance of conditions may be pleaded for the writers, who are talking of "combines" and "trusts." There is absolutely no trust or combine among either tanners or shoe manufacturers. It is simply a case of manufacturing and selling

costs being higher and raw materials scarcer than ever before in the history of the trade. So, to continue in business, prices must be advanced. The margin of profit secured today is materially lower than it was ten years ago. Both tanners and shoe manufacturers are forced to depend for a living on a *larger* volume of business done on a *very* narrow profit. Manufacturers are justified in making the slight advances they ask, and they are to be congratulated on boldly coming out with an advance in price, rather than quoting the same old figures and allowing quality to deteriorate.

Live retailers will post themselves on the situation, and face it. They will not find it a difficult task to get higher prices. Many are receiving more money already.

Just a Few Dont's in the Buying of Shoes

Every Retailer Should Lean On His Own Judgment In Buying, Not the Traveler's—Place Fewer and Larger Orders
—Don't Over-Buy, Then Cancel Later—Be Chary With Blame Re Delayed Orders

Most of the manufacturers have already sent their traveling representatives out to their territories, and by the time this issue of the SHOE AND LEATHER JOURNAL reaches its readers, some of the latter will have seen the spring offerings of a number of manufacturers, and will have placed at least a few of their orders for next spring's trade. But it will not be amiss at this time to reiterate some of the advice given in these columns more than once before on the buying question. Here are a few "dont's" that every eminently successful retailer gives heed to, and indifference to which gets others, not so successful, into frequent trouble.

Friendship Should Not Count

In the first place, **don't buy from a friendship motive alone.** Just because Tom Jones is what is so frequently called a "decent head" does not put you under any obligation whatever to forward his fortunes by placing an order **unless he has the goods you want.** If he has not, and if your judgment tells you that you can get finer or more suitable goods or better treatment from a rival firm, do not let his personality exert any influence on your business judgment. It takes the best kind of backbone to follow such a course of action, but it's this kind of backbone—not wish-bone—that pays. Tom's being a jolly good fellow doesn't enter into the question at all—**unless he has what you want.**

Place Fewer and Larger Orders

Again, **don't split your orders up more than necessary.** Just apply this policy to your own business for a moment. When Mrs. Brown, who buys from you perhaps \$100 worth of shoes a year for her large family, enters the store, you can hardly help being a little more cordial to her than to Mrs. Black, who buys perhaps \$10 or \$15 worth; and the rest at your competitor's. Perhaps this feeling is not the proper one, but it is only human, and natural under the circumstances.

Remember then, that the manufacturer has his full share of the same human nature that causes you to prefer Mrs. Brown to Mrs. Black. When you send him a \$1,500 order—especially when your record shows that it will not be cancelled in toto or in part a little later on—he will naturally give it closer attention than it will receive if it totals only 60 pairs. Don't blame him. Both manufacturer and retailer "are tarred with the same stick" in such cases.

Buying Piecemeal a Poor Policy

Moreover, consider the effect buying piecemeal has on your stock, and the time required to keep it in shape. At the end of the season there are a lot of odds and ends left

on the shelves that the retailer is practically forced to dispose of at a loss, unless he will take the chance of carrying them over until another season—and this is always a risky thing to do. It also takes very much more time to check up a stock that is composed of a variegated lot of shoes from a large number of manufacturers than is required to keep proper track of the lines of a few manufacturers. And when the time comes when you want an extension on your payments a rush order, or some other such favor, the man whose goods you think enough of to order in large quantities will consider your business worth keeping, and will try to oblige you, **within reason.** This method of buying also saves you bookkeeping, correspondence, and bother, besides assuring a uniform stock. Therefore, buy largely from few manufacturers, not a little from many; and pick the manufacturers whose goods you have proven by experience to be the best business getters for your trade.

Be Your Own Judge As To Quantity

Don't let any traveler influence you as to the quantity you shall buy in any line. This is bad business, and always leads to cancellations at one stage or another of the manufacture—and cancellations are the "bete noir" of every manufacturer. Buy what you feel you need, not what any traveler says you can sell—and any man is naturally optimistic about the quantity you can sell when the more you order, the bigger commission he gets. Not all travelers are built after this stamp. Many of them consider over-buying and consequent cancellations a bad evil. It is **net** orders that count with them. Others look merely at the size of the original order, and "sufficient unto the day is the evil thereof;" they will take a chance on any possible cancellation in the future. All travelers are not wise in their day and generation. But this does not let the retailer out. He should stand solidly on his own experience and refuse to be influenced by anything but his own judgment.

Those Belated Deliveries

Then don't be too quick to blame the manufacturer, if deliveries are not quite on time occasionally. Remember that he has his troubles with the labor question, the leather supply, and what not. It's mighty hard on any retailer when his goods ordered are away overdue, but in very many cases when that happened this year, it was because the manufacturer couldn't get the leather for love or money, even when contracted for ahead. He had to wait his turn. Be sure that he wants to deliver as per schedule, **to get your future business,** when he possibly can.

If these dont's are made part of the buying policy of every retailer, trouble all round will be averted. Try it this year.

Everything in Readiness for Big Shoe Convention

Retailers From All Parts of Ontario Will Be In Toronto On Wednesday, August 28th—Live Subjects That Interest Every Dealer—Come Prepared to Take Part in the Proceedings

All the preparations are now complete for the big Provincial Convention of Shoe Retailers from all parts of Ontario to be held in Toronto on Wednesday, August 28th. This gathering is under the auspices of the Provincial Board of the Retail Merchants Association and it is expected that there will be a very large number of dealers present.

The sessions will take place in the board room of the Retail Merchants Association at 21 Richmond St. W., Toronto. The opening sitting will be held at eleven o'clock in the morning and there will be a meeting in the afternoon while the wholesaler shoe dealers and manufacturers will have a conference with the retailers in the evening.

There are many matters of vital importance to come up and several live questions will be considered. The object of the gathering is to improve the conditions of the trade generally and to arrive at an amicable adjustment of certain grievances.

The assembly is held at a time when it is convenient for the shoemen to attend as a large number are in the city for the Exhibition. They will be able to make purchases and to be present at the convention, thus killing two birds with one stone. The city retailers will extend a warm welcome to the visiting dealers, and it is to be hoped that the trade will be strongly organized.

Come Out Yourself

Do not sit and wait for the other fellow to come, but make it a point to be here yourself. A day or two taken from your business, Mr. Shoeman, will broaden your viewpoint and enable you to keep in touch with the other fellow. It will result in a better understanding all round and you will find that the troubles and difficulties in connection with the trade are much the same all over. Join hands with your fellow dealer, and see what can be done to raise the standards of retailing and make merchandising conditions as agreeable and pleasant as possible.

Should Become Members

At a recent meeting of Toronto footwear retailers, the following resolution was carried:

"Whereas, there are a great many general retail trade matters in addition to those that effect our trade directly, in which all retail merchants have a common interest, and in which as retail merchants, we must all act in unison, and with one accord, and toward which we should all financially contribute.

"Therefore, we believe that the trade interests of every retail shoe dealer will be better taken care of by and through the 'Boot and Shoe Section' of 'The Retail Merchants Association of Canada,' than by any other means, and especially as the said Association has secured a special Dominion Charter under which we can improve our trade conditions in a manner in which it could not be done in the past.

"Be it therefore resolved, that we desire and urgently request all retail shoe dealers to unite with us and become members of the 'Boot and Shoe Section' of 'The Retail Merchants Association of Canada,' which is incorporated by Special Act of the Dominion Parliament."

Subjects To Be Dealt With

Secretary E. M. Trowern, of Toronto, stated this week that he had received many assurances and hearty endorsement on the idea of holding a shoe convention and from present prospects, all parts of Ontario will be represented on Wednesday, August 28th.

Among the questions to be considered are:—

Should the boot and shoe trade handle rubber shoes of an advertised brand, upon which there is no profit?

Should the retail trade discontinue sending retail orders by customers to the wholesalers and manufacturers?

Should the wholesale trade be asked to discontinue selling goods to those not engaged in the retail shoe business?

Should the selling prices be maintained on all lines of footwear sundries, including polish?

Should retailers ask manufacturers to have uniformity in the sizes of shoe cartons?

The consideration of the present condition of the rubber trade.

It is likely that the increased wholesale price for shoes which will soon go into effect and the attitude the retailer should take in the matter of augmenting his selling price to keep even with the game, will be carefully weighed

Perhaps It Will Fit You

"The greatest shoe on earth," which was exhibited at the recent Shoe and Leather Market Fair, in Boston, attracted much attention. It occupied a prominent place in booth 166. The height of the shoe is seven feet six inches and the length five feet four inches. The size number is 158. Both the upper and sole leather was furnished by C. Moench Sons Co., of Boston, Mass., and the huge boot was



made by W. H. Pfeiffer, of the firm of W. F. Pfeiffer and Co., of Natick, Mass. Other interesting facts are that the cost of the last was \$120.43, the cost of the patterns \$26, while 90 feet of upper leather was used at an expense of about \$30. For the sole, 80 pounds of leather were employed, at an outlay of \$25. There are fourteen yards of lacing on the shoe, and the labor of making this gigantic specimen of footwear cost about \$150.

Shoemen Get Small Thanks for Being Obliging

Wholesaler Tells of Two Instances of Honoring Retailers' Orders and What Became Of It—An Answer to the Charge That Jobbers Sell Retail—The Worst Complainers Said To Be Greatest Offenders

"Yes sir. I wish you would call attention again to the rank way that I consider certain wholesale shoemen are doing us out of what trade legitimately belongs to us," remarked a retailer the other day.

"By that I mean they should stop the practice of selling goods retail and stick to the wholesale end. Some weeks ago I made a tour of a number of wholesale houses. I wandered in and out among the stock, and in nearly every one I found private parties there fitting on or examining shoes. Of course, the jobbers will tell you that they never sell a pair to outside parties unless they have an order to do so from some retailer. I went into one house and saw two females inspecting several pairs. I grew hot, and, walking over to the wholesaler, requested that he show me the order that those ladies had presented. My demand may be interpreted as somewhat fresh, but I took a chance, as I felt sure that no order was presented. The jobber told me as much as to mind my own business, that he knew what he was doing, and I retorted with equal insistence that I had a right to know. He shouted, 'Don't butt into my affairs.' I coldly said, 'All right. I have bought my last bill of goods from you.' That was several months ago, and I have not been near him since nor given him a sorting order, although his traveler has called several times."

Turning the Pictures Around

Here is the other side of the picture, from a wholesaler: "You know appearances are deceptive and suspicion is easily aroused. Now, I want to say that I turn down many requests each day to sell single pairs to private parties. I have made many enemies, but I desire to protect the retailer. But dealers themselves impose on us to a great extent, much greater than you can believe. Here are a couple of examples, and your readers can draw their own conclusion:

"The other day at noon, when everybody in the warehouse except myself was out, a young man walked in. He was accompanied by his girl and another young man. He presented a duly signed order from an Eastern Ontario dealer, who buys largely from us. The order was carefully examined by me, and as it was genuine, I had to yield. You ask me why? Well, it is just like this. If a retailer sends in an order with a relative, friend, or former resident of his town, and we do not honor it, he will write back: 'Well, if you cannot give my aunt, cousin, mother-in-law, etc., one pair of shoes, when I have bought so many thousand dollars' worth of goods from you for a number of years, I will cut my account, and that is all there is about it.' I have lost several good customers by refusing. This young man with the order looked over the samples and wanted a tan button. He was mighty particular.

The Very Latest for Him

"Let me see the new shades," he insisted.

"I know of no shades," I answered.

"Oh, yes, there are," he continued, "I was told so."

"Well, that is one on me. I have not heard of it," I replied.

"He then let the matter drop and looked at a couple of more samples, and asked me if I could give him one in Size 8, D width. They were on the top floor, four storeys

"I will go and get them for you if you think that shape will suit," I ventured.

"Oh, I don't know whether it will suit or not," he answered. Then his male friend spoke up and said, "Better take a look at them anyway, Jack."

"Accordingly, I traveled up to the top flat, rooted around among the reserve stock, and dug up a couple of tan button pairs of the dimensions desired.

"The young fellow looked at the shoes rather gingerly and hemmed and hawed. He wanted to know this and that, and he thought one heel was too low and the other too

high. Then his friend remarked rather saucily, 'Jack, you don't have to take them unless you like. I would not have anything palmed off on me that was not right to my taste, you can bet your boots on that.'

"Are you buying the shoes?" I asked this fresh friend.

"No," he answered.

"Well, you seem to have a d— lot to say about them." Then both of them got hot and walked out.

They Told Dealer About It

"The young fellow with the order, on his return home, went to his retailer friend and told him a cock and bull story, exaggerating every incident. The retailer wrote a warm letter, calling us all sorts of names and threatening to do no more business with us. I wrote back that there were two sides to every story, and he had better hear mine before coming to any rash decision. Now, that is what we get for obliging the pernicky friends of some retailers.

"Another case, a mother and daughter came in from another town one day recently and handed over an order. Now, sometimes the order reads to let the bearer have the shoes at the wholesale figure, and sometimes says, 'Charge to my account.' In that case we charge what would be a fair retail profit and credit the retailer with the margin on his account. The warehouseman who took the order did not look at the exact wording, that is, he failed to observe the words, 'at wholesale price.' A dongola bal. was wanted, and of a certain make, which the bearer named. She found a pair to suit, and asked the price, that is, the daughter did. The attendant informed her, four dollars and a half.

Where the Throw Down Came

"Is that the wholesale figure?" she inquired.

"No," was the answer.

"Well, Mr. J— said that I was to get the shoes at wholesale. How much will that be?"

"Three dollars," was the answer.

"After some argument, and the attendant again looking at the order, he observed the words, 'wholesale figure,' and the purchase was made by the daughter. The mother also wanted a pair, but made no mention of the fact here; neither did the order read two pairs. Now, what did she do? She went to one of our best retail customers in the city and inquired for this particular shoe. She was properly fitted and asked the price. When told the figure she answered that she could buy that shoe for a dollar and a half less at the wholesale, naming my place. She wanted it at the same figure, and, when refused, told the retailer that he was a robber.

"Just think of that, and it took this house some time to explain the true state of affairs to our customer.

"I have had a retailer come in here and ask for orders on wholesale dry goods houses, hardware concerns, furniture manufacturers, clothing companies, and others, and get angry when we would not give them; and yet they condemn the practice which they themselves follow of giving orders on us. I absolutely refuse to honor any order from another wholesale house that is in any other line, and the only documents that will procure shoes from us is one duly signed from a retailer. If some of these offenders would keep enough stock on hand and not two or three sizes they would be able to fit customers and not have to send them down here with orders. Many a dealer will get mad when we charge a profit on the shoes and credit the writer of the order with the usual margin. They say, 'You charged that person too much. You should have let him or her have the boots at wholesale figure.' But this is a world of contention and strife anyway. I have said enough on this question to show you that there are two sides to every charge, and that we are not guilty of any breach of faith or understanding with the retail trade."

Some Experiences in Conducting Repair Shops

Does It Pay the Average Retailer Best to Run Such a Branch or Should He Get Jobs Attended to Outside—Divergent Views on the Live Problem—What Certain Dealers Have to Say

As long as the shoe trade exists, and the retailing of footwear continues, so long will there be differences of opinion among the members as to whether it pays to conduct a repair shop. In the larger cities and in the more fashionable stores where very high grade shoes are sold, it is not usual to have a repair branch in connection with the establishment, but in the smaller towns and villages the question becomes one of vital importance.

The SHOE AND LEATHER JOURNAL is often asked whether it pays to have a repair shop in connection with the store or whether the work should be taken outside. There is one thing to be said and that is, if a man conducts a small business and is a practical repairer himself, he may fill in odd time advantageously at the bench, but if the proprietor is not a practical devotee of St. Crispan, he had better consider well whether his repair shop is paying him or not. If he is losing money on this part of his store, it is time that he either revised his methods or closed up the department.

Some General Views

There is one thing to be said about getting work done outside, and that is if a dealer secures cash for the small jobs that he does, he can never pay out more than he receives from this source. One objection raised to taking work to an outside man is that too often he attends to his own immediate customers first and gives the retailer's jobs attention whenever it suits his convenience. In plain words the shoe man is at the mercy of the cobbler. On the other hand, if he had the cobbler in the store it may be said he is still at the mercy of the cobbler, as the latter may leave him with a large amount of work on hand. The consensus of opinion seems to be that if enough repair men, honest, industrious and sober could be obtained, the majority of retailers would conduct a repair department, and that it would be to their advantage but it is so difficult to secure competent and reliable help in this line, that a number have cut out the repair branch altogether.

It is interesting to note the experience of a number of leading retailers on this question. It may be said that the insight and views of various shoe merchants are governed largely by what their competitors do, the class of trade they cater to, the community in which they do business, and what has been the practice in years gone by.

The Percentage of Profit

M. J. Choquette, of Sherbrooke, Que., runs a repair shop and believes that the percentage of profit that this department should earn is from 50 to 60%. Owing to the high figure for sole leather and other stock, he thinks that many dealers may have to charge more for repairs than they have been receiving. So far as his own prices are concerned, they were high before, and it has not been necessary to raise them. He has never adopted any special means to advertise his repair branch. He does no work free and charges for every job, no matter how small.

R. Andrew & Co., Nelson, B.C., conduct a repair shop, but they think they make no money out of it. They believe they should do so. They have never adopted any special means to advertise their repair department, and they attend to small wants such as sewing a rip, putting on a patch, or nailing a sole, free of charge.

Another shoeman who does not conduct a repair shop, and, in fact, says he would not think of it, is James Osborne, of Brantford, who adds that he has few calls for repair work, but attends to sewing a rip, putting on a patch, etc., free, provided the shoes have not given satisfaction for a reason-

able length of time. He is not bothered with requests for free repairs.

Gets Work Done Outside

"I take in as few jobs as possible for repair. I find that arrangements for work attended to outside works very satisfactorily," declares L. H. Clark, of Cornwall.

In his opinion a repair shop should make from 25 to 30%. Once in a while he attends to small matters such as sewing a rip or nailing a sole free of charge. Regarding free repairs, he has few such requests and lets the other fellow attend to this kind of work. Mr. Clark adds:—"I consider the repair department a good line if you can get a good man, but most shoemakers are hard to handle. A number of them who wander from place to place are too much addicted to drink."

Getting Rid of Free Repairs

W. E. Halpin, Smith's Falls, Ont., does not conduct a repair shop but sends out any work to local repair men. This arrangement works quite satisfactorily. There has been a slight increase in certain repairs in Smith's Falls, owing to the high price of leather. Mr. Halpin asserts: "We attend to small wants free providing we think the shoe is at fault or not satisfactory. In the matter of claims for free repairs, if we think the claim is a just one, we get the shoe attended to or tell the customer we do not keep a repair department, but will make some slight concession on the next purchase. I think the best way for a retailer to handle his repair work is to send out to regular repair men. This does away with a lot of free repairs which you are expected to make when you have such a branch in connection with your store."

Would Not Have a Repair Branch

E. W. Smith, St. Catharines, Ont., is another man who does not have a repair shop. He sends out this work to a general repair man. This system he finds quite satisfactory. There has been no increase in the price of repairs owing to the stiff figure for leather. Mr. Smith adds that

Hustling Western Representative



Walter G. Downing, who has successfully managed the Western business of the Williams Shoe Company, of Brampton, for several years, is an aggressive member of the trade, and has had experience in all its branches. He was born in St. Mary's, Ontario, where, after completing his education, he learned the retail end. Going to Brampton, he entered the factory, where he worked some four or five years and gained practical knowledge in the manufacture of the footwear which he sells to-day. He later took a position on the road and covered Northern Ontario. Some ten years ago he started taking trips to the West in the interest of the house, and in 1907 located in Brandon, where he established the firm of W. G. Downing & Co. He has worked up a fine connection for the Williams Shoe Company, and is well liked by the trade throughout the prairie provinces. He is a prominent member of the Zink Shoe Co., of Brandon, who, about a year ago, took over the old established retail enterprise of Zink Bros., who retired. Mr. Downing is married, has one child, and likes residing in the West. He is chock full of business. While living in Brampton he was an enthusiastic curler.

he has never taken any means to advertise repair facilities. Nailing a sole or fastening a heel is usually done free, as they can attend to that themselves. The firm also put on rubber heels in the store. In conclusion, the writer says: "I would not be bothered with a repair man around the shop. My objections to such a department are, first, it is too noisy; second, too many hanging around; third, too many free jobs, etc. In getting the work done outside we are relieved of all this annoyance. The man to whom we take the jobs puts a ticket price on the shoes and we settle with him every Monday morning, taking off 10%."

Rutledge & Jackson, Limited, Fort William, send out all repairs to the shoemakers. They say they get very good service from this method. They have never operated a repair department. Prices have increased recently owing to the high figure for sole leather and bottom stock. Small wants of customers are attended to free. No special means have ever been adopted to advertise their repair department.

Repair Shop Good Trade Getter

"We conduct a repair shop in connection with our usual business and look after it very thoroughly. We find it the best trade getter or advertising for a retail shoe business," says Geo. W. Allan, of Carleton Place, Ont. "We consider the profit on our repairs somewhere near 60%. On account of the wages being so high we have to get a good profit as the men's wages have to be paid out of the 60%. On higher priced sole stock we have advanced our prices. We have never done any advertising of our repair department as we get all the repairing we can do with out present help. We charge for all rips, patches or nailing, unless a new shoe has gone bad or there has been a flaw in the manufacture. We endeavor to please all customers and to turn out all work to the best of our ability. In a small town we think a repair department is necessary to make and hold a growing trade."

L. McMann, of Thorold, Ont., does not conduct a repair shop. There are in that town three repair men who look after all work. He finds that arrangements for getting jobs done outside works very satisfactorily. He is not pestered at all with requests for free repairs.

G. W. Smith & Son, Truro, N.S., have a contract with an outside man to look after such work. This method gives satisfaction to both the firm and its patrons. Repair prices have been increased lately on account of the high cost of leather. The firm are not bothered much for free repairs. Regarding whether rips are sewn, patches put on or a sole nailed free of charge, the firm write that whether or not the request is granted depends upon the customer and the abuse that the shoe may have had.

Says Outsider Gets the Best of Him

R. H. Helyar, Kemptville, Ont., asks all people who desire repairs done to take them to the repair man. He does not find that having an arrangement with an outsider to do the work is at all satisfactory and says he gets "soaked" whenever he takes a job to an outside man. A repair department should earn all the money it can. Sometimes he sees that a rip is sewn or a patch put on free of charge, but he usually has to pay for it out of his own pocket. Regarding my views on the repair department and having repairs done outside, I may say I fight shy of both as much as possible.

One of the progressive retailers of western Ontario who has a repair department, is R. M. Northgrave, of St. Marys. He says that he only had work done outside once and it was very unsatisfactory and roughly done. About 40% is what he thinks a repair shop should earn. Owing to stiff prices for leather, repairs have gone up about 10%. Mr. Northgrave continues: "We have never advertised our repair branch, as we have more work than any two

men can do. We sew a rip occasionally or put in a few nails for a good customer if there is faulty workmanship. We are not bothered much with free repairs except in the case where it is the fault of the boot as turned out by the factory, and then we fix it satisfactorily to suit the customer. We find that a repair department pays well. We have more work than we can attend to. I would not like to be without it. Yesterday I had a stranger walk in. I put a few stitches in the back of his shoe and did not charge him. In a few minutes he returned with two of his men for new shoes. They were passing through here from one job to another and had to wait for a train. We often find attending to little jobs like this brings us in customers."

Difficult to Get Good Repairer

D. D. McDonald, Antigonish, N.S., says that he does not run a repair shop, but wishes to. The difficulty is to get a cobbler. His customers get repairs done wherever they will. "I have no arrangement as yet to get jobs done outside, as I have lately acquired this business. I would prefer to have a repair man in connection with my store than have to go and be at the mercy of outside parties. It is almost impossible to draw hard and fast rules with reference to small repairs. In this as well as in other matters you must use good judgment. No doubt some small wants of customers would have to be attended to free of charge, but do not let the people impose upon you."

"We rent a small room to a cobbler at a small rental and he buys his supplies from us and allows a small percentage on all work done for the store," says the Cash Shoe Store, of Amherst, N.S. This firm believe that getting jobs done outside is open to many objections. With regard to profits, they say that a repair shop in connection with a retail store should be made to pay a greater percentage than the rest of the business. But there are many cases where small jobs must be attended to gratis. The store has never adopted any special means to advertise its repairs. Very often small jobs are done free of cost. Sometimes people are greedy in the matter of wanting these. "Not running a repair shop in connection with our business, we are often able to sidetrack unjust demands for repairs, which are made by some people."

D. Gordon & Co., Charlottetown, P.E.I., say they get all their repairing done outside and find this system works well. They have never installed a repair shop in their own store and have no desire to do so. If a shoe purchased from them does not give satisfaction in the matter of reasonable wear any small repairs are attended to gratis.

Good Advice From an Old Timer

F. Daub, of Berlin, who was in business several years in Hespeler and Baden, says that while in Hespeler he had jobs done outside and did not find this method very satisfactory. "There are more errors made than if done in connection with the store," he says. "The repair shop was always the best paying part of my business and I was twenty-one years in business. I conducted in Baden, Ont., a very well managed repair shop, and believe that it yielded me about 20% profit. I gradually raised prices the last ten years. I did good work and could always get my figure without any trouble. I never particularly advertised this department except to say, repairs promptly done, or, repairs neatly done, in connection with my newspaper ads. In regard to attending to small wants of customers free, I would say use your judgment. Sometimes when a shoe is worn only a few days, owing to some fault in the factory or in not being well sewn, a rip may start. This should be sewed free. I think it pays to attend to such a matter without charge. But as to putting on patches or doing ordinary nailing of soles, I always charged. If you explain to customers that you cannot do work for nothing, and make an honest living, they generally will not bother you a second time."

Bringing About Early Closing Hours for Shoemen

How it Has Been Accomplished in Some Towns—Keeping Open Nights Does Not Pay—Public Can Be Educated to Make Purchases During Day—Many Towns Have Weekly Half Holiday in Summer

Early closing and a weekly half holiday, particularly in the summer time, are always live topics for retail shoe men.

There is possibly no member of the trade who likes to work day in and day out from early morn unto well on to the midnight hour for the sole purpose of making a living. The reason of such long hours in the retail business is possibly owing to the fact that dealers are, to a certain extent, victims of circumstances. People have been led to expect that a shoeman should keep open at all times to minister to their personal convenience. If his store remains open purely on this plea, it is not difficult to carry the argument still farther and to add that, if the place never closed, it would be a convenience to somebody. Possible a late reveller or some stray wanderer might suddenly develop a desire for a new pair of shoes at one o'clock in the morning, and, of course, it would prove convenient to be able to gratify the wish at that unseemly hour.

This personal convenience is too broad and meaningless a term. It should apply both ways and suit the retailer as well as his patron. It is not at all pleasant for him to have all this commodity, often termed "the benefit of the public," bear only on one side of the situation. Surely a shoe merchant deserves his evenings to himself or an afternoon off once in a while, the same as certain other tradesmen in the community enjoy—residents who do not work half as hard or long and in the end, clear up a great deal more money.

Early closing or weekly half holidays may be brought about through various means, either by local associations themselves taking the matter up, circulating a petition, or by one retailer taking the initiative and inaugurating the move himself, when others are likely to follow.

The experience of shoe men in various parts of the country and their views on early closing and weekly half holidays will prove interesting. Of course, the larger the place, generally, the shorter the hours, while in the smaller communities, there seems to be a disposition to keep a shop open all the while. Agitation and discussion are gradually leading to a better condition of things and sentiment is making progress. In time it may be that all retailers in every centre will be enabled to close their places of business at an early hour, at least, four nights out of six every week.

Good Conditions By the Sea

Morris and Smith, of Charlottetown, P. E. I., say that they close at six o'clock every evening except on Saturdays. Besides this, they close on Mondays at one o'clock during July and August.

A. E. Samis, Arcola, Sask., declares that he closes at eight o'clock every night as nearly as possible and he does not believe that remaining open in the evening results in a paying trade. A weekly half holiday prevails in the town. Mr. Samis is of the opinion that the general public cannot be educated, in the smaller centres, to do its shopping during the day. He does not think a retailer should stay open just because his competitors do, but that they generally do so. "There is only one reason," he writes, "why I favor early closing and half holidays—life is too short to be tied down all the time, both for yourself and your help, and it is an extremely selfish man that will go away and always leave his help at work."

Half Holiday in Simcoe

J. O. Boughner, Simcoe, Ont., says that none of the shoe stores in his town close early—keeping open every night until 9 o'clock. He considers they would get the same trade were they to close at 6 p.m. except Saturdays. "I have

tried," writes Mr. Boughner, "to get other shoe men to close at 6 o'clock during the week, but have not been successful. During July and August, we have Thursday afternoons off. I do not believe the retailer is any further ahead financially, at the end of the year by night work, than if he closed every evening. The public generally can be trained to do its buying during the day, and, if all the dealers agreed to close at 6 p.m., there is no reason why the public would not do its share in the day-time. In my opinion, a retailer should not stay open nights just because his competitors do. A certain percentage of our trade is from the country who drive in during the evenings. This trade would, of course, go to the dealer who kept his place of business open"

Picton Dealers are Happy

J. C. North, Picton, Ont., locks his door at 6 o'clock the year around, except on Saturday nights. The retailers would not find trade enough to warrant keeping open. A weekly half holiday is observed by all the merchants during the summer months. Mr. North concludes: "In our town, all the merchants observe the half holiday except stores

A Happy Bridal Party

This interesting group was recently assembled in Larne, near Belfast, Ireland, when J. Stewart Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, the noted slipper manufacturer, of Waterfoot, England, and Miss Maude N. Jackson were wedded in Gardenmore Presbyterian Church. From left to right are: Miss Effie Jackson, sister of the bride; Miss Dollie Ashworth, sister of the bridegroom; the bride; the bridegroom; Miss Ina Jackson, sister



of the bride; Miss Dean. Standing at the rear are James Trelford, uncle of the bride, and James L. Hebden, who was best man at the ceremony. Mr. Ashworth and bride are residing at the King Edward Apartments, Jarvis Street, Toronto, and since arriving in Canada have received the congratulations of numerous friends.

kept by certain Jews. Grocers, during the fruit season, keep open part of the evening. Merchants do not sign any papers saying they will keep closed during July and August, but when the time comes, they all observe the half holiday. In my opinion a retailer should not keep open nights just because his competitors do. I do not think the retailer would be any further ahead financially, at the end of the year by remaining open than if he closed every night."

"We close the year around at six o'clock, except during the months of April, October, November and December," writes Rutledge & Jackson, of Fort William, Ont. They have never found that keeping open at night has resulted in a paying trade. There is no weekly half holiday among Fort William shoe retailers. "We think the general public could be educated to do its buying during the day and in the matter of keeping open nights, there should be no distinction," say this firm. "All retailers should close at six o'clock, and a city by-law should be passed to that effect and enforced by the police. We favor early closing the year round and also a weekly half holiday during June, July and August, providing it is made general and observed."

Local Conditions Differ

A. C. Savage, Son & Co., Granby, Que., is another firm that close at 6 p.m. on three nights of the week, but on the other three nights, Monday, Friday and Saturday, the stores keep open until 10 and sometimes 11 o'clock. "We find that remaining open nights results in a paying trade, as many of the factory people here, never have a chance of doing their shopping during the day. A united effort has been made to bring about early closing and it has worked out very well. The retailer would be just as far ahead financially if he closed every evening except Saturday. In our opinion a dealer should not necessarily remain open nights just because his competitors do. A half holiday would be a good thing during the months of July and August. People in this town and surrounding places are all educated to the fact that no shopping is done after 6 p.m. on Tuesdays, Wednesdays and Thursdays, and doubtless they could be educated to cover the other nights of the week with the exception of Saturday."

"We have a weekly half holiday among grocers, hardware men, butchers, and milliners, here, but not in the retail shoe trade," writes L. M. Roy, of Sault Ste Marie, Ont. "We close at 6.30 p.m. the year round except, of course, on Saturday nights. We are of the opinion that keeping open at night would not result in a paying trade, and that, by doing business at night, a retailer is financially no further ahead at the end of the year. The general public can be educated to do its buying during the day. The small retailer could hardly close down when his competitors kept open. They would all have to unite in any action."

Only Shop in Evenings

"We close on Mondays, Wednesdays and Fridays at 7 p.m., and keep open on the other nights of the week. We think it is necessary to keep open at certain times of the year. Farmers are busy all day and can only come in at night. Once or twice there has been an effort made to bring about early closing here, but the way the merchants went about it was not very satisfactory," says E. E. Yates, Milton, Ont. "Instead of closing at 7, it should have been at 6. We have no half holiday, but our clerks get an afternoon off just when they want it, but not when we are busy. In a town like Milton, we consider that retailers are financially further ahead at the end of the year by keeping open nights than if they closed every evening. The town is dead in the day-time at this season, but in the winter it is different. We do not think the public can be educated in a small town where the trade is practically all farm trade, to do its buying during the day. Farmers will not leave their work to come and shop, and women will not drive in alone, as they are afraid of meeting automobiles. One place is altogether

different from another and in Milton, dealers cater to the farmers. You must keep open when they are not working, and that is in the evening."

Close at Five Each Night

H. Jennings, Kingston, Ont., turns the front door key at 6.30 every night and has done so every evening except Saturday for the last ten years. Every store in the city is practically shut at that hour except the fruit stores, drug stores and tobacco stores. Only the grocers have a half holiday on Wednesdays during the summer months, but even all the grocers do not close. The shoe stores have a different arrangement. Instead of a weekly half holiday, they close at 5 o'clock during the summer months. "I think," adds Mr. Jennings, "that the general public in Kingston are pretty well educated to doing their buying in the day-time. I prefer early closing to a weekly half holiday. You ask me whether a retailer should stay open nights just because his competitors do. My reply is that if all the other shoe stores were to keep open, I should do so too."

W. E. Sinclair, New Westminster, B.C., does not believe that keeping open at night results in a paying trade, and his store closes at 6 o'clock the year round. "We do not allow our clerks to have an afternoon each week, but they all get two weeks holiday every year. The public can be educated to buy during the day time; and keeping open at night, whether your competitors do or not, to my mind, does not put a merchant any further ahead financially at the end of the year."

Every Sale Counts You Know

W. F. McNeill, Rossland, B. C., says that in a small town, every sale counts and one customer lost cannot be made up. He closes every night except Saturday, nights preceding holidays, and monthly pay days, which at present is the 15th of each month in Rossland. The weekly half holiday prevails among the dealers in that town. "I do not think a retailer is a gainer financially at the close of the year by keeping open nights, and I believe the buying public can be educated to do its purchasing during the day. In a small town, if your competitors keep open, you pretty nearly have to, unless the sentiment of the place is in favor of early closing, which is the case in all towns where union labor prevails. If one considers physical health and well-being as an off-set to financial loss, then there is no room for argument in favor of half holidays and early hours of closing."

H. Miller, Sackville, N. B., goes home three nights of the week at 6 o'clock, and the other three nights at 10 o'clock. Remaining open nights, in his opinion, does not pay. An arrangement among the dealers to bring about early closing did not result satisfactorily. They have no half holiday among the stores. Mr. Miller favors keeping open two nights each week and says if all the stores closed, the public could be educated to do its buying during the day. He does not think a retailer should stay open nights just because his competitors do.

Half Holiday and Early Closing

"I am a firm believer in early closing and half holidays. They keep the sales force in better form and more enthusiastic and take away much of the drudgery of retail," says W. L. Tuttle, of Halifax, N. S. "Whether retailers should stay open nights just because their competitors do is a question. It all depends upon the power and prestige of their business. We close every night in the week except Saturday at 6 o'clock. About three weeks before Christmas we, however, keep open every evening. It is not a paying business to keep open at night. There is a weekly half holiday among the down town dealers in Halifax, and also in Dartmouth during July and August. I consider that a retailer is no better off financially, at the end of the year by keeping open nights, and if he closes at 6 o'clock, there is no doubt that his health is improved by the recreation and leisure."



Common Errors in Forming Letters

The Card Writer Should Be Critical About His Work—Get Across the Street and Examine It—Brush Stroke Block Alphabet With Spurs Introduced in This Lesson—Pay More Than Usual Attention to Spacing These Letters—Explicit Directions

By R. T. D. EDWARDS, The Robert Simpson Co., Toronto

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Cardwriters, like other mortals who would make a success of their work, must learn to be their own critics. The trouble with most of us is that we do not criticize our own work enough. We are liable to see only its good points, overlooking the mistakes. Get across the street and examine your work with the critical eye that sees the work of your opposition card writer. Find out your errors and rectify them.

Letter formation is the most complex problem that card writers have to deal with, and should be the object of careful study at all times. It is necessary that every letter be well balanced, whether the original type or an eccentric style is used. Having letter formation difficulties in mind the writer has prepared in connection with the alphabet illustrated this month, an alphabet showing mistakes in formation that are quite frequently made. It will be seen in Fig. 6.

Before discussing the mistakes that occur in Fig. 6, the correct alphabet will be dealt with. A brush stroke block with spurs is to be introduced in this lesson. In general characteristics it is similar to the brush stroke block alphabet of lesson No. 4 of this course, the chief difference being in the use of heavy black spurs in the alphabet described in this lesson. This alphabet may be used wherever the former would be. It is convenient when a change of style is desired.

The origin of this type was in old style Egyptian lettering which had no curved lines. The old method of constructing this style was by means of squares as illustrated in Fig. 10. That method has passed into ancient history. It was too slow for most purposes and free hand styles have replaced it. A study of the alphabet as seen in Figs. 1, 2, 3, 4 and 5, will readily illustrate the advantages of this modern type. Most of the curved lines are executed with one stroke

<p>ABCDEFGHI JKLMNOPQR STUVWXYZ&</p> <p><small>Fig 1</small></p>	<p><i>ABCDEFGHI JKLMNOPQR RSTUVWXYZ</i></p> <p><small>Fig 4</small></p>	<p>ON SALE TODAY <i>YOUR CHOICE</i> 29¢</p> <p><small>Fig 7</small></p>
<p>abcdefghijkl lmnopqrstu ...vwxyz...</p> <p><small>Fig 2</small></p>	<p><i>abcdefghijklm nopqrstuvwxyz y3123456789</i></p> <p><small>Fig 5</small></p>	<p><i>SWISS MUSLIN</i> <i>Hand Embroidered Double Width</i> 50¢</p> <p><small>Fig 8</small></p>
<p>12345 67890</p> <p><small>Fig 3</small></p>	<p>ABCDEFGHI JKLMNOPQRS TUVWXYZ 123456789</p> <p><small>Fig 6</small></p>	<p><i>GUEST TOWELLING</i> <i>Large Assortment - Latest Designs -</i></p> <p><small>Fig 9</small></p>

of the brush, while in the old style the brush had to be lifted from the paper at the end of each line.

A point in favor of the alphabet dealt with in this lesson is that it can be easily condensed as illustrated in Fig. 11.

While executing this alphabet keep your brush in a flat chisel shape. Draw pencil guide lines in the usual way. Use a good free arm movement. Do not allow the fingers to get cramped. Pay more than usual attention to spacing these letters. On account of their spurs they take up more

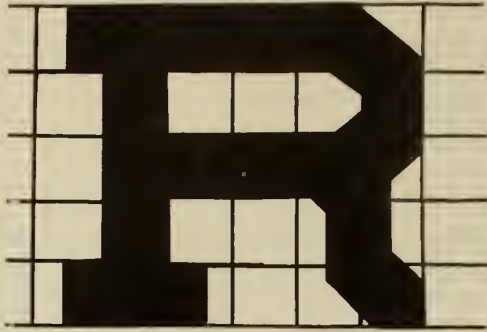


FIG. 10.

space than other styles. The italic type in Figs. 4 and 5 will be found very convenient. It can be done with great rapidity. In its care should be taken to keep all corresponding lines parallel.

Now let us consider the alphabet showing errors. This should be studied carefully and by comparing the letters with the perfect styles, the reader will easily detect mistakes that may exist in his own work.

Both down strokes of A should be at the same angle. The upper loop of B should not be wider than the lower. C is top heavy.

The loop of D sags too much.

The upper and lower strokes of E should be uniform in length.

The short stroke of F is too low.

The upright stroke in G should be perpendicular.

The upright strokes of H should be parallel.

The bottom spurs on I are too long.

The down stroke of J should not be curved.

SPECIAL

SPECIAL

SPECIAL

FIG. 11.

The top stroke of K should meet the middle of the upright stroke.

The lower stroke of L should follow the guide line.

Have the middle point of M in the centre of the letter.

The slanting stroke N should not come below the guide line.

O is the result of trying to patch up an error in brush work.

R is top heavy. The lower stroke of the loop should have joined the upright in the centre.

S is not graceful. The two curves should be of equal size.

The upright stroke of T should join the centre of the top line.

The upright strokes of U should be parallel.

The spurs of V should be of equal length.

The centre point of W shall be exactly in the centre of the letter.

The strokes of X should cross in the centre.

The fork strokes of Y should join the upright midway between the top and bottom of the letter.

The top line of Z should be directly above the lower.

How Expenses Are Climbing Up

Are you getting a fair living profit on your goods? If not are you transacting business for your health or merely to put in the time. One of the most instructive lessons on the increased cost of both manufacturing and selling shoes is furnished in a recent edition of the Boot and Shoe Recorder, which says the figures are actual cost accounts of a shoe manufacturer, one of the largest and best known in the United States, and from the actual records of a moderate-sized shoe store, selling \$40,000 worth of shoes a year.

Two Concrete Instances

On the left is shown the increase of cost of manufacturing a \$3.50 shoe, as shown by actual records for 1905 and for 1912.

On the right is the cost of doing business in the store referred to for 1905 and for 1912.

A shoe to retail at \$3.50 in 1905 and the cost of a shoe of the same quality in 1912. A retailer's cost of merchandising in 1905 and a corresponding cost in 1912.

	1905	1912		1905	1912
Upper stock...	\$0.60	\$0.735	Rent and Heat.	\$780	\$1,120
Sole Leather...	.28	.295	Light.....	180	292
Innersole.....	.12	.11	Express.....	16	74
Heel.....	.09	.1075	Equipment....	46	128
Top lift.....	.04	.0425	Advertising....	420	720
Welt.....	.06	.06	Postage.....	60	70
Royalty.....	.05	.046	Insurance.....	72	76
Counter.....	.057	.0625	General Expense	112	256
Lining.....	.044	.0569	Salaries.....	2,480	2,850
Trimming.....	.062	.073	Depreciation...	350	820
Labor.....	.602	.6144			
Findings.....	.173	.2158		\$4,516	\$6,406
Mfg. Expense..	.201	.2226	15% Inc. trade.	677	
	\$2.377	\$2,6412		\$5,192	\$6,406

Increase, 11%.

Increase, 27%.

The above chart shows that the manufacturer has been forced to pay more for his materials to put the same quality and workmanship of the \$3.50 shoe of 1905 into a corresponding standard shoe for 1912. Has the retail dealer made a sufficient increase in the price of his shoes to cover the advance in expense, as noted in the comparisons for the years 1905 and 1912?

It will be seen that some items in this list of manufacturing costs are about the same, or even less. Tables which have gained some currency recently have shown an increase in every detail. (Such tabulations evidently begin from general principles and arbitrarily work out details according to the beliefs of the estimator).

Insoles, for example, cost less than in 1905. The reason is the slackness in splits. Welts cost the same; royalties are slightly less.

The total general increase in manufacturing cost has been, as shown, 11 per cent.

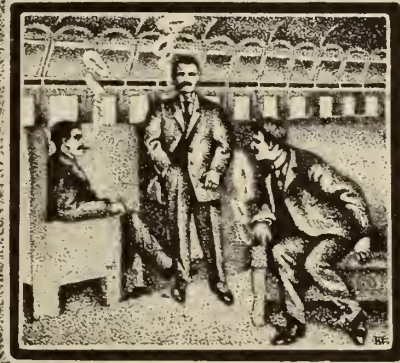
All the Items Have Gone Up

On the retail dealer's side of the tabulation, *there is not an item which has not been elevated.* Some small items do not vary much, but in the two big items, rent and salaries, there has been a marked uplift. Light jumps up, partly because the store of to-day uses more light in displays, etc. The store sold 15 per cent. more goods in 1912, which has been allowed for in the footing.

This store is a fair example of the increased cost of selling shoes at retail.



On the Road



WHEN SHOEMEN A-FISHING GO

Once in a while you run across a traveler who can talk on automobiles, steam rollers, threshing machines, stone crushers, concrete mixers, etc., almost as fluently and learnedly as he can on shoes, leathers, lasts, patterns or styles. Each man has his own hobby or peculiarity.

Now if there is anyone who might be termed a crank in the matter of automobile lore, it is R. B. Gravlin, a well-known Toronto shoe traveler, who, a few years ago, was the first one to introduce a motor car in the matter of visiting his customers and for the purpose of carrying his sample trunks. This machine covered many miles of road and is still in good working condition. By raising a seat on the rear portion it is converted into a very comfortable four passenger touring car. Mr. Gravlin has been dubbed a crank—he can talk about carburetors, magneto, transmission, accelerator, high carbon, manganese steel, demountable rims, semi-elliptic springs, speedometer, automatic clutch pedals, irreversible worm gear, spark and throttle control, drop forgings, and dear knows what all. He is never tired of dissertations on the interior economics and specifications of a machine.

Hang It There Goes a Tire

A few days ago he invited one of his employers, Hugh White, and a couple other friends to go on a trout fishing expedition. They left for eastern Ontario and were rapidly eating up space when Mr. White, who is not averse to a practical joke, had made up his mind to knock "some of Mr. Gravlin's theories into a cocked hat." He accordingly took out a huge cannon cracker, to which he attached a cord and lighted a fuse. Mr. Gravlin was driving the car and Mr. White and the other members of the party were in the tonneau. Holding the giant cracker by the string at the rear of the machine, there was naturally an explosion, sharp and severe. Mr. Gravlin put on the emergency brake and stopped the machine so suddenly that he almost took a header.

"There," he exclaimed as he quickly alighted. "Confound the luck! I knew hanged well that something would happen to one of these tires before we got to our journey's end. This means a nasty delay for us!"

He looked in vain for the punctured tire, but could not find it. He said that it was strange such an explosion should occur, in fact, it was utterly inexplicable. He jumped very reluctantly into the car again and started off. They had gone, possibly, thirty or forty miles more, when Mr. White, who was provided with another lighted giant cracker, held it out at the back of the automobile and another explosion occurred. Once more the car was stopped, Mr. Gravlin dismounted, and, making another searching investigation, declared he felt sure this time that a tire had been punctured, for the pistol-like report was, he said, unmistakable. He examined the tubes and the tread and the hubs and everythin

else, but could not locate an aperture. He never suspected that Mr. White, who had not "cracked a smile," but was very earnestly joining in the investigation, would play a practical joke on him. At Cobourg they stopped to have the machine oiled up and a few other little incidentals attended to and continued their journey east.

Bound to Knock Out His Theory

In the meantime, Mr. Gravlin had been telling the garage man at the lakeside town, that he must have been giving the engine too much gasoline and that this had evidently caused the inexplicable explosion. Determined to knock this theory out of his head, Mr. White went to a near-by store, and, unknown to Mr. Gravlin, purchased two more giant crackers and they continued their ride up north on the way to Warkworth. They had not gone far, when another explosion occurred, but this time, the weary chauffeur decided that he would not get out of the outfit, but "take chances on completing his journey." The rest of the way he talked about explosions, and said he must learn to regulate his engine better—that he never had had so much trouble before and it was strange how "the present detonations reverberated throughout the ambient atmosphere almost incessantly." In fact, Mr. Gravlin was considerably up "in the air" about it—instead of automobiling, he was literally aeroplaning, so far as his peace of mind and body was concerned.

However, the party got to Warkworth and caught several fine trout—100 speckled beauties—and in going over to the Trent River, they landed two or three large bass and Mr. White corralled a ten pound maskelonge. They had a grand two or three days' outing and returning to the city the whole load of fish was carried and yet there was no explosion. Mr. Gravlin was highly delighted with the success of the outing and the fact that no more concussions had occurred.

When Knowledge is Brought to Bear

A day or two later, a friend from Newmarket, who is of a mechanical turn of mind, given to scientific study of dynamic forces, atmospheric pressure, cellular bodies, etc., came into the warehouse to have a chat. Soon the conversation veered to automobiles, and Mr. White, innocently inquired: "What is the cause of frequent explosions when on a journey—a noise that sounds like the bursting of a tire?" Mr. Gravlin then told the visitor in elaborate detail his experience. They waded in the discussion so deep that the ordinary amateur would wonder what conclusion they were trying to reach.

However, the scientific and mechanical friend declared that he coincided in his views with Mr. Gravlin, that the explosions occurred by giving the engine too much gasoline.

"That is right," replied Mr. Gravlin. "I am glad that

you agree with me. It is what I have been declaring all along."

Mr. White, who knows nothing of motors, engines or cylinders, looked as wise as an owl and thought he could account for the explosions on that memorable trip.

"It cost me twenty cents," he dryly explained, "to perform the experiment—four giant crackers at five cents each! But then look at the contribution I have made to modern

discoveries, as revealed by your conversation!"

The Awful Culmination

The scientific and mechanical friend from Newmarket made a dash for the door. Mr. Gravlin gasped, caught his breath, turned pale, was seized with convulsions and his heart stopped beating, while he was heard to murmur in utter despair: "Well, I never suspected it!"

Moderately High Toe Will Likely be Good Seller

Views of Some Manufacturers on Style Tendencies—Calf Skins Will Remain the Most Popular Leather
—Buttons Are Strong in Both Men's and Women's Shoes for Spring

In recent issues the SHOE AND LEATHER JOURNAL has presented a general outline of the leading style features of Canadian shoe manufacturers for spring and summer. The one theme of special interest, apart from what will sell, is the prices at which shoes will sell. This phase of the question and the decision of the different manufacturers in advancing prices by about fifteen per cent. owing to the serious problems confronting the makers by reason of the abnormal quotations for leather, the scarcity of hides, the added cost of doing business and constantly growing wage bills is dealt with fully in articles elsewhere. They amply explain the situation and the real conditions that the makers are up against.

It would appear that there is not the slightest hope of any decline in prices, and the situation must be faced squarely by the average retailer. He will have to secure more money for his shoes. The majority of dealers to-day are working on too close a margin. There is no sense in playing the role of a public benefactor in the merchandizing line. The exponent of this doctrine gets no thanks for his actions. It is far better that quality should be kept up than a shoe should be skimmed at its vital and most durable points. All the retailer requires is some backbone and a strong desire to do himself justice. There is no sense in shirking the issue or attempting to sidetrack it.

The wholesale price tension is not likely to lessen and further advances are both possible and probable at any time.

Do not blame the manufacturer. He is now facing a situation which he cannot overcome. He did not create the present state of affairs, but the whole matter has reached such an acute phase that either prices on spring orders had to be raised, or the products suffer in quality and workmanship. The retailer must make a proportionate advance in his selling price or his balance at the end of the year will be on the wrong side of the ledger.

Tans and gunmetals are going to have the largest bid in men's and women's for spring, and buttons will be a strong favorite. There are unmistakable signs that patents will have a more generous call than they have for some years. More bals than usual are seen in spring samples, and regarding toes, while the flat receding ones are considerably in evidence, the high toes are by no means a back number. Several makers are featuring the medium high toe but the swing of the style pendulum is undoubtedly in the direction of the drop sloping toe. High toes are regarded as comfortable and dressy by many of the younger people, and have captured a pretty strong place. Heels will be considerably lower on both men's and women's, but vamps will continue to be short with a tendency to lengthen slightly. Some makers are showing a number of offerings in suede calf for women, and they are gaining in favor.

Some of the New Offerings

Below will be found a few of the leading lines which a number of Canadian manufacturers are presenting to the trade. Many of the makers have not yet completed their

samples, and are not in a position just at present to give their views on what they believe will take with the 1913 trade

The Hartt Boot and Shoe Co., of Fredericton, N. B., have a fine range of samples in men's shoes which are much admired. They have put in six new lasts for spring and summer, five of men's and one of boys'. They think that high toes are still going to be big sellers, during the coming season. They believe their range embraces everything that a buyer could wish for both in toes and heels, high and low, and state that in the history of the house, this year's samples in style, finish, appearance and smooth shoemaking qualities, are the finest lines they have ever turned out.

The Hurlbut Co., of Preston, makers of infants' soft sole shoes, and specialties in men's, women's and children's boudoir slippers, report a large demand for the Hurlbut Cushion Sole Welt, at the present time, and anticipate a still larger demand for spring. They are also making a special effort to keep up with the requisitions for their folding pocket slippers for the traveling public which are so convenient and handy that they have become a part of the equipment of every holiday seeker.

Buttons Will Go Strong

The C. E. McKeen Co., of Quebec, have a splendid range of spring samples which are the nicest and most attractive that the firm have ever produced. They have put in five new lasts which are beauties, and they believe that buttons and button Oxfords are going to have a big call, particularly in tan Russia leather. The firm are strong believers in keeping up the quality of shoes and under no circumstances sacrificing real worth for a price.

Calf Leathers Most Popular

The Tebbutt Shoe and Leather Co., of Three Rivers, Quebec, say that calf leathers are now the highest they have ever paid, and that next season will be the biggest ever in these leathers, as calf remains the most popular. The company have put in several new lasts for spring, and the one that has taken remarkably well, they have named the "Fits U." It is a very stylish, moderate high toe last, and a good fitter, as the name implies. A lot of goods have been sold from this last for the coming season. In Russia tan calf, gun metal calf, and velours calf some choice patterns from this last are seen in blucher and Oxfords. The demands for the Doctors Antiseptic and the Professor Gold Cross lines have been so great that the firm have been unable to meet orders.

Dufresne and Locke, Maisonneuve, Que., believe that in men's welts there will be a variety of toes, the moderately high toe taking precedence, the remainder being divided between the extremely high toe and the incoming receding one. Regarding cuts and patterns they are rather of the plain effect, both in high and low shoes, and the firm expect that the straight balmoral will find a large measure of favor. Button boots and Oxfords will, in the opinion of the firm,

sell freely. Regarding the popularity of the different leathers they think tans will have first call, then gun metals, velours and patent. In both men's and women's, white canvas and white buck are also shown very largely. The leather for women's shoes is about the same as in men's. The firm make only the McKay lines in women's, their speciality being low cuts. They are selling more pumps than any other line. Colonials, blucher, and button Oxfords are dividing about even.

Few Changes in Staples

The T. Sisman Shoe Co., of Aurora, Ont., are not making any changes in heavy goods, as they already seem to be giving every satisfaction. Their trade in this class of goods does not vary in style as in finer shoes, and consequently, lasts and patterns are not continually changing. They find a heavy demand for black and tan grain bluchers in high and low cuts with viscol soles. In fact, there seems to be a general demand for viscol soles on almost all lines in men's and boys' staple lines. Elk boots are also in good demand chiefly in a tan shade.

Heavy Lines in Welts

The samples of Amherst Boot and Shoe Co., Limited, for Western Canada, are now on the road for spring, carried by the five energetic travelers of the Central Co., at Regina, viz., Mr. Rice, for British Columbia, Mr. Paddock, for Alberta; Mr. Stone, for Saskatchewan; Mr. Merson, for Manitoba, and Mr. Blaquier, who has a general oversight. A number of new lines have been added to keep abreast of the times. The heavy lines of Goodyear Welt goods now being turned out by the firm are finding a ready market, and a number of new machines had to be added during the past few months in order to cope with this part of the business. The firm manufacture nothing but solid leather goods. Four car loads of boots and shoes have gone forward into Western Canada since 1st July in filling fall orders. The firm reports an increasing business in the East. Their spring samples for that territory will be sent out early in September; their Eastern representatives are:—Mr. MacDonald and Mr. Sears, for eastern Nova Scotia and Cape Breton;



GUN METAL BLUCHER, WHOLE QUARTER, MEDIUM HIGH TOE AND HEEL—BY THE SLATER SHOE CO., MONTREAL

Mr. McColough for western Nova Scotia; Mr. Alley, for Prince Edward Island; Mr. McLeod, for the home ground; Mr. Taylor and Mr. Coates, for New Brunswick; and Mr. Scott, for Quebec and Ontario.

Wide Foot Form Lasts

Charles A. Ahrens and Co., of Berlin, Ontario, have completed their spring range of samples and they cover a

more complete line than ever of high class staple goods, in McKay sewed and rivetted goods. The representatives will soon start out on the road covering all of Canada west of Montreal. Another salesman has been added to the staff and the firm look for a banner year. In children's lines, sizes 4 to 7½, and girls' and little gents' sizes 8 to 10½, they have added new wide footform lasts which, along with our other lasts, in these sizes, will place them in a position to supply any line a retailer may want even to high cuts in either blucher or button styles. A blucher with patent vamp and mat quarters is a most attractive new line as is also a one strap pump in patent or black or chocolate kid. All misses' and women's patterns have been changed to conform with the latest styles and the range in both lines is very complete. In men's, boys' and youths' lines, they have adopted a last



GUN METAL BUTTON OXFORD, MILITARY HEEL, WING TIP, RECEDING TOE

which wonderfully increased their trade, and for next spring they have this same last graded down into the youths' sizes, which they feel will give them a bumper season. These lasts are all in addition to those shown last season. The lines of carpet slippers made by the firm are still in great demand, and are kept up to the standard. To the lines of slippers they have added a line of bare-foot sandals which for next spring will be shown in four different styles.

Plain Effects Rule

The Eagle Shoe Company, Montreal, is showing four new lasts for men and two for women. Two new lasts for men are of the receding toe variety, with plain effects. This, by the way, seems to be the coming style, as in practically every case where receding toes are shown plain effects rule. On these lasts, as well as on all their new lines, what perforations there are, are very small. They are also showing some very natty medium high toe lasts with fancy effects. On receding toe lines one inch and one and a quarter inch heels are shown, heels generally being lower. Low cut oxfords in both men's and women's have given place to higher cut styles. In women's button oxfords as many as seven buttons are seen. Men's button oxfords run up as high as five buttons. Vamps are changed very little. This company states that button oxfords and high cuts, for both men and women, especially for the latter, will be very strong next season. In leathers, tans and gunmetals apparently have the call. The new lasts mentioned are very

classy in appearance, and with the same solid and careful workmanship as characterizes all this company's lines. They are featuring their "Eagle" and Frank W. Slater "Strider" brands, as usual.

The Macfarlane Shoe Co. are showing a fine line of children's pumps in various leathers, with a very broad toe, that looks decidedly comfortable and rather novel. The heel is one lift higher than the ordinary spring heel, and the workmanship and material are of the very best. Both leather and silk bows are used. This is both a non-strap and a strap pump, and will undoubtedly prove a splendid seller to the trade that wants something just a little bit better than usual. They are also showing some splendid new lines for growing girls, both in low cuts and high cut shoes as well; in Cuban heels and toes of medium breadth and height. Prominent among the samples are some nice lines, both high and low cut, in white and Imperial nubuck, with white predominating, on all of which very careful stitching and perforating is the rule. The finish on all lines is exceptionally good. A nice line of children's bluchers is also shown.

Popular Trade in High Toes

The offering of the Murray Shoe Co., of London, for the new season is strong in colored and gunmetal calf, and they expect these leathers will prove the biggest sellers for next season's business, although they expect patent leather will be more in favor during the coming season than in the past. In the matter of lasts they still feel that the popular trade will be done in the high toe lasts, possibly not on lasts so extreme as have been popular in the past, but nevertheless that the moderately high toe will have the call for some time to come. They are showing four new lasts, which should appeal to the retail merchant catering particularly to the young men's trade. One of these lasts, "Simple Simon," will be the big popular last for the young men next season. It has a wide medium high toe and its lines, while somewhat extreme, are very snappy, and the shoe is one which gives exceeding comfort, carrying a moderately high heel. Their new "Coin Getter" last is a medium round toe of unusually attractive design, which they expect will be a strong seller, making a strictly up-to-date attractive style, natty and yet not extreme in any way. The company also look for considerable popularity for their new "Bond Street" last, strictly a custom last. In the matter of designs they feel that both those of quiet character and those of extreme style will prove very popular for their respective trade. There seems to be a continual and growing demand for noisy designs all over the country, particularly in young men's shoes, and while, this coming season, the firm look for greater demand for quieter styles, they feel that it will be some time yet before extremes in both lasts and patterns will lose their attractiveness to the retail merchant and his customers.

George A. Slater, Limited, of Montreal, say that one interesting feature about their samples for the coming season is the extensive line of women's shoes, which they will show. The women's branch of their business is expanding very rapidly, and with the increased number of samples, they feel confident that the line will prove more attractive to dealers than ever before. Of course, their men's line will also be up to the usual high standard. New lasts and new patterns will tend to add distinctive touches. "With the steady influx of intending settlers, causing the rapid increase in the population of Canada, there is no reason why all the shoe manufacturers should not look forward to a larger spring business than ever. On our part, we are looking forward to a large increase, and we are making special preparations to take care of same," say the firm.

Wing Tips and Horseshoe Heels

Walker, Parker & Co., Toronto, are showing for spring a number of choice lines. They have put in five new lasts for women and the toes are mostly all of the recede character, with varying degrees of fullness, some being rather long and sloping, and others of a shorter decline effect. There is a handsome range in patents with matt calf tops, a few having wing tips and possessing the new horseshoe heel, which is lower than the Cuban. Tops are a little higher

cut. With whipcord and black cloth quarters and patent vamps there are some button boots which are much admired. The lines embrace about sixty per cent., button, thirty per cent. balmoral, and the remainder blucher cut. About one-quarter of the season's offerings are in tan Russia calf, while in gunmetal, velours and patent there is a liberal representation. In low cuts there are a number of new things, such as the eight button high cut oxford and the eight eyelet oxford. A number of low cuts have blind eyelets. These come in patent, gunmetal and tan, a few with wing tips. A more costly range in various lines than ever presented are among this spring's selections. Some oxfords have a perforated



GUN METAL BUTTON, LOW HEEL, BROAD SHANK AND MODERATELY HIGH TOE—BY RIDEAU SHOE CO.

strap across the vamp just back of the tip. Heels are considerably lower on pumps, as well as on oxfords. The combination effect of leather and corded silk bows, and also neat slides in metal, oxydized, bronze, silver, and other effects are noted in pumps. Straight lace oxfords are observed largely replacing the blucher type. The range embrace neat, quiet effects, and evidence expert shoemaking in every detail.

Some Smart Lasts

The Rideau Shoe Co., Montreal, have an attractive pump last with medium toe and heel and very narrow top. Its appearance is decidedly neat, and it comes in white and Imperial Nubuck. The white leather pump is especially pleasing in appearance, coupled as it is with a round celluloid buckle in black and white placed on white silk bow. This will certainly be an excellent seller to particular trade. This firm are also showing their new "Doris" last in ladies' gunmetal calf blucher oxford, with dull collar and eyelet stay, and fabric quarter. Their new "Fashion" last is a ladies' patent button oxford, with medium heel and toe and attractive workmanship. Their "Park" last is being shown in men's gunmetal calf, blucher oxford with fancy quarter. This firm have also secured the sole right to manufacture Dr. Reed's new Cushion Sole (Patented 1912) for Canada, and are prepared to put this sole in any shoe on order at a slightly increased price. For business men the Broadway last in all leathers, with its broad flat toe, blucher cut, and comfortable appearance, will be specially popular.

The Parisian Shoe Co., Montreal, are showing an especially neat Colonial pump with rather novel form of buckle. This is attached to eyelets in a short blucher-cut upper, by elastic cord, which insures a pump easily gotten into, as well as one which hugs the foot closely and does not get sloppy or out of shape. The elastic can be renewed whenever necessary. This is a new idea, and will undoubtedly take well with all classes of customers. It comes in the various leathers with medium heel and toe, and is one of their new welt creations, the making of which was only begun by them this spring, all their attention being pre-

viously concentrated on McKay's and turns. They are also showing some very natty lines in women's welts in all leathers and in medium as well as a few higher toes. Their staple lines show only a slight change in style, but all appear likely to be decidedly popular with the medium class trade.

Some Seasonable Offerings

J. & T. Bell, of Montreal, are featuring four lasts in men's. Three are built along the same general lines, having the high toe effect, the swing which has been so popular, and a fairly high heel. One shoe will please those who wish to sell something very closely resembling the rather extreme high toe shoes shown last spring. This one has a medium swing, and a higher heel than either of the other two. The next shoe would be considered a middle choice between the one just described and the third last, which is their latest design in the high toe—or rather the medium toe—effect. This latter shoe is of conservative build, and comfortable. The swing is not so marked, the vamp perhaps a trifle longer, the toe a little wider, and the heel lower. This style should appeal, as it is a quiet, dressy shoe, and roomy, without being "aggressive" looking, as some of the extreme high toe shoes appear. Their City last, the fourth, is the firm's offering in the receding, or drop, toe line. It is a nice looking shoe on a near-English last, and, made with blind eyelets, if desired. It resembles the shoes shown by New York retailers for the better class of trade, and will hardly get more than passing attention from Canadian merchants, except for sale to the better class of trade. One shoe bears a $\frac{7}{8}$ low flange heel. Numerous oxfords are shown, while buttons are not at all overlooked. They are counted as a decided factor in 1913 trade. Some nice oxfords are the seamless ones with whipcord, or other fabric tops with facings. These are made up in tans and patent and gunmetal. The 4-button foxed oxford is another nice shoe. Tans predominate. They are looked upon as even better sellers than in 1912. Gunmetals are popular, while some fabrics are shown. In women's shoes and pumps toes are more extreme in width and height than last year, making the shoes more comfortable. The vamp in the shoe is short, and the average heel is $1\frac{5}{8}$. More of a straight last is shown. Button shoes run from 14 in standard height to 18 in high cut boots. Tans are the popular showings, with gunmetals second. Patents are looked upon as sellers to about the same extent as last year for both men's and women's shoes. Dark fabrics are used to some extent for topping.

Believes in the In-stock Department

"Yes, I think that the day is pretty nearly at hand when Canadian shoe manufacturers should maintain an in-stock department," remarked a well-known Toronto retailer this week. "We place an order for a few cases and frequently have to wait two and even three months for the goods. These are often delayed, and when they arrive, the active selling season for them, perhaps, is over. This results in a heavy loss to us and we have to sacrifice what would otherwise have brought us a good profit. I know of one concern across the line which maintains a sixty thousand dollar stock in its in-stock department, and last year did business of four hundred thousand dollars from that department alone. Now on orders given the factory to fill, the discount is four per cent, but, when buying from the in-stock department, this concession is not granted, but the goods are shipped the same day that the order reaches the office. In other words, the retailer gets no discount. On the four hundred thousand dollar turnover, the company made sixteen thousand dollars gross profit—that is, they got that much more money for goods than they would have, had the orders gone through the factory routine. It cost them about three or four thousand dollars only to carry the in-stock department, leaving a gross net profit of twelve thousand on the stock of sixty thousand dollars, which is very satisfactory. That was the profit of the house between filling the order at once, as against on time, and a retailer could

order half a dozen pairs or a dozen cases and get the goods at once. There was money in in-stock department both for the retailer who was not led to over buy, and escaped delayed deliveries, and also for the firm, which conducted it so well and helped customers when they needed the goods. You know one of the big factors in successful retailing is in having the proper wares at the proper time—not two or three days late. You can't run the business mill with the water (demand) that is passed."

New Factory for St. Thomas



E. E. Donovan intends starting a new factory in St. Thomas for the manufacture of men's fine shoes. A by-law will shortly be submitted to the citizens to grant Mr. Donovan a \$12,000 loan without interest for five years and at 5 per cent. for the next five years. He is also to get a fixed assessment of \$2,000 and water at manufacturers' rates. He will occupy the building recently vacated by the Dixon Bakery, which he has purchased for \$12,000, and will install a plant costing \$20,000. Mr. Donovan agrees to employ fifty hands within sixty days after starting the factory, three-fifths of them to be men and boys. The men are to receive an average rate of not less than \$15.00 a week and the women and girls an average of not less than \$11.00 per week. Mr. Donovan, who is a brother of A. W. Donovan, president of E. T. Wright & Co., Rockland, Mass., is widely known to the shoe trade of the Dominion. He believes that his new industry will meet with every success, and that his location is a particularly favored one. He was for some years manager of the Cook-Fitzgerald Co., of London.

No Money in Night Sessions

Garrett & Horrell, Prince Albert, Sask., close their store every evening at 6 o'clock, except Saturdays. During the summer months a half holiday prevails among the retailers. The firm does not believe there is any money in night sessions, and that the public can be educated to do its buying during the day. "We find," they add, "early closing and a weekly half holiday very satisfactory. We also think the public could also be educated to do their buying before 9 o'clock on Saturday night."

"We think that from 7 in the morning until 6 at night is a long enough stretch for ourselves and our staff," observe I. B. Brook & Son, of Melita, Man. "We had a united effort on the part of retailers to bring about early closing in this town and we got it. We tried keeping open at night at one time and often there was nothing to it. We now close the year round at 6 o'clock except on Saturdays, and have a half holiday every Wednesday afternoon. The public can be educated to do its buying in daylight, as we have proved to our satisfaction. This spring, two or three of the merchants thought they would like a weekly half holiday and so decided to start a petition. Then we got all the signatures we could for the half holiday. With the exception of one merchant, everyone thought the scheme O. K., so we decided to let 'Mr. Afraid-that-his-customers-would-send-to-some-other-town,' for such was his excuse for not signing—go, and have our half holiday. We started in on the 19th of June, and have continued until the middle of August. On the first afternoon, one or two of the farmers kicked very hard, but 95% of the people thought that it was all right. Now, if there is anything special, such as picnics, excursions, etc., they are sure to be set on the date of every half holiday. Every town should have it. It allows the merchants to get out and share some of God's clear sunshine and get acquainted with their families."

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Do you realize that the advertising pages are just as important as the editorial pages?

Do you realize that you can follow the trend of fashions, the market and the changing conditions closely from a study of the advertisements?

The manufacturer and the jobber take this method of writing a personal letter to you twice each month, and you should realize that it is meant as such.

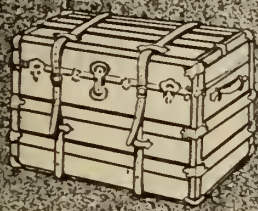
Advertisements are the finger posts on the road to right buying. They are quick and safe guides to the places and goods most worthy of your patronage.

Advertising to-day is one of the leading factors in business. Advertising has made many things possible that would otherwise never have been heard of.

There is an education in the advertising pages. Each manufacturer who uses them presents his best and latest styles and prices. This gives you an accurate knowledge of what is going on and keeps you in close touch with the latest in the shoe and leather world.

You are losing half the value of the Shoe and Leather Journal to you, if you do not

Read the Advertisements



Making Convincing Seasonable Appeals in Traveling Goods



Any traveler will tell you that there is a growing tendency among more and more shoe dealers to put in a traveling goods department. The number of shoe stores, which now handle and make money out of leather goods is annually growing larger. These lines all bring grist to the mill of the retailer and enlarge the volume of his business.

The reason that so many retailers do not make a success of a trunk and suit case department is, that the general public never know that they have one. In every dwelling house, somewhere in the attic, shed or cellar, is what is generally known to the good wife and family as a "trunk room." Here is stored the traveling paraphernalia of the family. Very few callers at the house ever find their way into the "trunk room." It is well named, for it is simply a dignified title for a store or refuse room. It is the same with many retailers in carrying traveling goods. They keep them out of the way and out of sight about as effectively as the housewife does the contents of the aforesaid "trunk room." This method will never sell goods and never has. The alert, aggressive dealer has these lines right at the front, where they meet the eye of all incomers. He need not carry his whole stock there, but he should have a liberal display.

While increase of travel has developed a larger volume of business in all lines of baggage, it is doubtful if dealers generally, particularly those who specialize in trunks and bags, are securing the benefit which should be theirs.

Point Out Your Facilities

Another feature that is neglected is not giving publicity to the fact that you can equip travelers. There are various seasons when all these goods sell well outside of the months of July and August, the great holiday period.

For instance, collegiate and university terms will soon start, and a number of bright girls and boys will leave nearly every town and city for these educational institutions. Others will be departing to take positions as teachers at more or less distant points. Why do you not call attention to what you have to offer to meet the sojourning requirements of these classes? Get up a catchy, attractive and well illustrated announcement setting forth the fact that outward appearances when traveling count for much, and that the tendency to have useful, durable and neat looking luggage is one that is being recognized on all sides. Shabby baggage is as much to be deplored as dirty soiled clothes or linen. Emphasize that now is the time to buy, that you have the goods and if the matter of a purchase of a suitable club bag, trunk or suit case is delayed, there is no gain whatever to the customer, as case and bag leather is constantly advancing, due to the scarcity of hides and the advance made by tanners. Manufacturers will accordingly have to raise the price of their goods and the longer a purchaser delays the more he will have to pay.

Elimination of Fabrics

Fall and holiday showing of hand bags presents no important changes from prevailing spring styles, with the exception of the elimination of fabrics. While some novelties of a distinctive and even radical character, may be seen, styles tend toward simplicity and refined lines. Frames are less ornate. The overlapping flap, shown quite freely,

conceals the frame and is less of a feature. Where used in regular bag style the frame is narrow and of plain polished metal. Straps are almost universally used, and are fastened to corners of frame. The most noticeable change is a shorter length, while the back strap laying close to bag, on the order of finger purse, is seen more freely.

Foreign makers are adopting chains, and in domestic lines quite a number of dainty effects may be seen. While this revival of the chain bag is not regarded as sufficiently pronounced to influence fashion to any considerable extent, the present showing is indicative of the tendency to stimulate interest in new lines by variation from styles that offer little latitude as to novelty. For the present, chain handles are seen mostly in small flat bags of the envelope or vanity type. They are also used on envelope shapes, one of the distinctive novelties having a short elastic chain on top. It lays close to the leather and when extended allows room for the fingers, the bag being carried in the hand. Some of the chains are detachable, with swivel loops.

In leathers there is a narrow range of styles. Pin seal is popular, also various grains, with a fair assortment of morocco, calf and pig skin. Colors are conspicuous largely by their absence. A few dark shades of green, brown and blues vary the color monotony, but black predominates. Large bags while selling quite actively in the spring, do not promise so well for fall. Medium sizes are preferred with a tendency toward the small flat bags. Envelope shapes are shown in larger assortment, and they promise to be strong, especially fitted goods. In most instances, the flap comes well down in front cut to a point, and often there are two, held by snap fasteners. On these, the handles are short, this being the most pronounced feature.

A novelty that is attracting much attention is the luminous bag, which comes in various styles from dainty theatre bag to elaborate over-night or auto bag. On the front is a tiny electric light with a sliding cover, which, when opened, turns on the current. It is quite a handy attachment, especially for use in the theatre or when traveling. The battery is placed in a special pocket directly behind the light and is easily removed when necessary to renew.

The Evil of Substitution

A subscriber writes that trade is rather quiet and the tendency seems to be toward cheaper goods. This condition is quite natural with increased competition, but is it not the only unsatisfactory development. He complains especially about misrepresentation and instalment methods which appear to be more prevalent than ever. Offering a buffing case, as sole leather at five dollars, may bring the unscrupulous dealer an extra profit, but such a practice exerts a baneful effect on the trade generally. The extension of credit is another evil that is to be deplored. Selling trunks and bags on the "\$1 down; \$1 a week" plan is done more extensively than is generally believed, especially in the West, and "your credit is good" is becoming quite familiar to the traveling public. It is said of some dealers they have more money represented in book accounts than in stock. These conditions do not apply to the best trade, but the element doing business on such a basis is becoming quite a factor in the distribution.

News Notes of Much Interest for Shoe Trade

Wm. A. Beal, of Beal Bros., Toronto, was in Ottawa last week on business.

J. B. Belanger, shoe merchant, of Quebec, made a voluntary assignment recently.

The assets of F. Guertin, shoe dealer, Hawkesbury, Ontario, have been sold.

The assets of Richard Perron, shoe dealer, Megantic, have been disposed of.

Messrs. Kibler and Truesdale have opened a boot and shoe store, in Duncan, B.C.

M. P. Fralick, shoe dealer, of St. Catharines, has made an assignment to J. H. Gayman.

H. J. Karp is starting a boot and shoe business in Edmonton.

H. Elliott, shoe dealer, of St. Thomas, was in Toronto last week calling upon the trade.

J. I. Chouinard, of the Regina Shoe Company, Montreal, was in Toronto this week calling upon the trade.

James Grieve, shoe retailer, of Pembroke, was a visitor to the trade in Toronto for a few days last week.

Charles Young & Son, of St. Catharines, dealers in bicycles and shoes, are giving up business.

The assets of J. C. Gelinas & Co., shoe retailers, Montreal, will be sold on August 21.

D. McTavish, buyer of the shoe department of the T. Eaton Co., Winnipeg, was in Toronto on a buying trip last week.

C. J. Whittaker & Co. have bought out the business of D. Morden and the Chilliwack Harness Co., Chilliwack, British Columbia.

L. M. Stock, Western Canada representative of Walker, Parker & Co., Toronto, left last week on an extended tour as far as the Coast with spring samples.

Jacob Taylor, of Clinton, and J. M. Small, of Arthur, Ontario, were among the retailers in Toronto last week attending the Dominion Bowling Tournament.

I. Enzer, of Fort William, has made an assignment to S. B. Pocock, of London. The liabilities exceed the assets by about \$8,000.

The stock of S. M. Hobbs & Co., of Burke's Falls, was sold recently to Beamish & Smith, North Bay, at sixty-five cents on the dollar.

A. N. Douglas, district manager of the Consolidated Rubber Co., Winnipeg, and C. Holden, Western salesmanager of the company, were on an inspection tour of Western branches.

P. W. Lewis, representing the Linden Tanning Co., of New York city, tanners and cutters of chrome sole leather and chrome waterproof leather, was in Toronto this week calling upon the trade.

E. L. Lynch, formerly one of the representatives of the Cook-Fitzgerald Co., London, has been appointed Western salesman for the Minister, Myles Shoe Co., Toronto, and leaves for the prairie provinces in a few days.

The employees of the factory of the W. B. Hamilton Shoe Co., Toronto, following the custom of the company for some years, were given their annual holiday last week, beginning with Civic Holiday.

The shoe stock of J. E. Million, 1058 Bloor Street West, Toronto, was sold last week at 66 cents on the dollar to M. B. Young, shoe retailer, 924 Bloor Street West, who is conducting a clearing sale.

R. E. Jamieson, general salesmanager of the Canadian Consolidated Rubber Co., Montreal, has returned from a visit to the Western Canada branches of the company. He

has sold his house in Toronto and will remove to Montreal next week.

J. A. Queen, shoe dealer, 1234 Bloor St. West, Toronto, is making an addition to his store which will give him double his former flooring space and afford much needed room.

S. Rumford, who recently bought a shoe business in Forest from A. G. Ross, has moved into a new store. Mr. Rumford is having a show case window put in, and other improvements made.

William Carroll, who carried on the business of a shoemaker for many years, on Portland Street, Toronto, died recently, aged sixty-two years. He was born in County Wicklow, Ireland.

The Amherst Boot and Shoe Co., of Amherst, N.S., report that business with them is very brisk. During August three carloads of shoes were shipped to the West, the bulk going to Saskatchewan and Alberta.

Wholesalers are anticipating the biggest year's business in their history. "Two weeks of sunshine will mean that the wholesalers of Western Canada will have the largest year's business in their history," said one wholesaler. "Already orders are showing a daily increase."

The Tebbutt Shoe and Leather Co., of Three Rivers, Quebec, have recently installed four new lasting machines and several pulling over machines, and otherwise enlarged their capacity so that they will be in a position to turn out six hundred pairs more daily.

Many retailers are cleaning out their summer stocks in a satisfactory way by reduction and clearance sales and making room for new fall goods, which are being shipped. Several dealers put on a special children's week just before school resumes and report that the plan works out to advantage.

The shoe retailers of Ontario are reminded not to forget the provincial convention which will be held in Toronto on Wednesday, August 28th, under the auspices of the Retail Merchants' Association. Make it a point to be present. Full particulars of the subjects to be discussed will be found on another page.

The stock of Minden Bros., of Porcupine, Sturgeon Falls, and Webbwood, has been sold by Richard Tew, of Toronto. The general stock had a value of about \$35,000, and was disposed of at 45c. on the dollar. The sale was the result of an assignment made some time ago. The assets and liabilities of the firm were about the same.

Starks, Limited, carrying on business as dealers in boots and shoes, at 823 Granville Street, and 156 Cordova Street West, Vancouver, and at 445 Columbia Street, New Westminster, B.C., recently made an assignment to Ralph Clark, Vancouver. All persons having claims against the firm must file them before September 3rd.

A. Levy, shoe dealer, 260 Yonge Street, Toronto, will shortly add twenty feet to his store, making the depth 125 feet. It is his intention to put in a complete hosiery department at an early date. Mr. Levy returned recently from a holiday trip to New York, Boston, Asbury Park, and other places.

Thompson Shoe Co., Montreal, have secured the exclusive agency for Canada for the Plyde Cushion Sole Woman's Shoe. These shoes are made of extra pliable leather, and possess an innersole of felt. They are made in Haverhill, Mass. The company are taking the entire output of the factory.

James Norman McArthur, shoe merchant, of Swift Current, Sask., passed away recently, kidney trouble being the immediate cause of his death. He was born at Erin,

Ontario, and was in his twenty-seventh year. He had been in business in Swift Current about a year and a half, and had worked up a prosperous and constantly growing patronage.

W. Mills and G. Hill, both of whom have been conducting shoe repair establishments in Saskatoon for a number of years, have gone out of business, and will be able to rest after many years of hard work. Their businesses have been taken over by George Labrum, proprietor of the Fixall Shoe Repair Shop, on First Avenue. It is Mr. Labrum's intention to consolidate the three businesses.

The W. E. Woelfle Shoe Co., of Berlin, has been incorporated, with a share capital of \$40,000. The company is composed of W. E. Woelfle, A. Armbrust, H. J. Sims, L. M. M. Woelfle, and M. Martin. The company is empowered to buy, sell, and manufacture boots, shoes, overshoes and rubbers of every description and other goods made from leather or rubber.

"Yes, we are often blamed for the multiplicity of styles," remarked a leading shoe manufacturer this week, "and I hurl the charge back at the retailer. He is always clamoring for something new, something startling, and if, in our samples, we frankly confessed that we had no fresh shapes or lasts, he would not even look at our collection. He de-

mands that we give him new patterns, new toes, or new combinations. It is the call of 'what's new' that we have to answer constantly. I know whereof I speak."

For the first time in several months a slight decrease in the cost of living is indicated in the monthly report on price of foodstuffs issued by the Department of Labor, at Ottawa. There was for the past month a drop from 137 to 135 in the department's price index number. The number is nine points higher than for the corresponding period of a year ago, however. The decrease in price affects vegetables, fruits, grains and hay. An increase is shown in the prices of hides, shoes, boots and metal, which makes up in part for the decrease in other lines.

The many friends of D. D. Hawthorne, of the firm of D. D. Hawthorne & Co., Toronto, will regret to learn that he is confined to the hospital. On Monday last he was operated upon for appendicitis, and, at latest reports, was progressing favorably. Mr. Hawthorne had not been feeling well for some time, and when, on a recent buying trip to Quebec, complained that he was suffering considerable pain. He, however, grew better, and on his return home was feeling very well for a few days, but last week again he was a sufferer. He was hurried to the Cottage Hospital, Wellesley Street, Toronto, and an operation performed.

What the Makers of Shoes are Doing Each Day

J. Peterson, of North Dakota, has opened a tannery at Gull Lake, Sask.

Mr. Baker, foreman of the lasting room of the Smardon Shoe Co., of Montreal, has returned to Boston.

The name of the Martin Trunk Company, Limited, of Picton, has been changed to the Quinte Mfg. Co., Limited.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., London, was in Toronto last week on business.

The United Shoe Machinery Co., of Montreal, held their annual picnic recently to St. Rose. The event was a decided success, and was largely attended.

A company known as the Millerton Extract Co., Limited, with \$100,000 capital, has been organized, with headquarters at Millerton, N.B., to manufacture tanning extracts.

F. L. Patten, who for some time has been identified with the Toronto office of the United Shoe Machinery Co., has been transferred to the Montreal office.

The factory of James Edwards & Co., leather goods manufacturers, Toronto, was closed last week in order to give the employees their annual holiday.

A. Brandon, of the Brandon Shoe Co., Brantford, president of the Ontario Shoe Manufacturers' Association, was in Toronto last week on business.

All the shoe factories are very busy, and are now in the midst of fall runs. Fall goods are being shipped out and spring samples completed. The outlook for business was never brighter.

Steen Bros., of St. John, N.B., who have started manufacturing, are making a specialty of hunting and surveyors' boots, and also a line of heavy goods. They report business good.

The tannery machinery saved from the Camrose, Alta., fire some time ago, is being shipped to Edmonton to be utilized in the newly organized company known as the Edmonton Leather and Shoe Co.

The Boot and Shoe Workers chartered five new unions during the month of June, and the organization is making great progress. One new union was organized in Amherst, N.S., and another in St. John's, Newfoundland.

The Montreal abattoir plant, which was recently vis-

ited by fire and suffered a loss of about \$120,000, has resumed buying, and will re-build at once a modern, up-to-date and cold storage plant to the south of the one burned.

A. J. Matthews, superintendent of the Murray Shoe Co., London, has resigned, and will take a responsible position with Ames, Holden, McCready, of Montreal. He is a brother of W. V. Matthews, general superintendent of the company's plants.

F. Daub, for many years in the shoe business in Baden, Ont., and later in Hespeler, and who, for some time, has been superintendent of the McKellar Shoe Co., of Berlin, reports that the factory is rushed with work, and that prospects for the coming season are exceptionally bright.

P. J. Porter has accepted a position as foreman of the making room of the Slater Shoe Co., Montreal, caused by the resignation of Mr. Sowles, who has returned to Manchester, N.H. For twelve years Mr. Porter was connected with the Regal Shoe Company, Whitman, Mass.

C. Knoll, of the Humberstone Shoe Co., Humberstone, Ont., was in Toronto last week. Many friends took occasion to congratulate him on his recent marriage. The company have of late considerably extended their factory and added to their output. They report business as brisk.

The Eagle Shoe Co., Montreal, have begun work on their new addition of three storeys and basement, as well as adding another storey to the present building. The work will be completed in plenty of time for the spring run, and will give them over 25,000 square feet of floor space.

Alfred Minister, of the Minister, Myles Shoe Company, Toronto, sailed this week for a trip to the Old Country, where he will visit relatives. It is thirty-nine years since he left London, and this makes his first trip home in that long period. He will be absent several weeks.

The city of Toronto will erect a civic abattoir at a cost of \$250,000 to be located in Stanley Park, and improved the cattle yards at a cost of \$50,000. A rendering and offal plant will also be established, but whether the city will run this by-product plant has not been determined.

The annual outing of the Montreal Boot and Shoe Workers' Union was held on August 10th, to Laval Tree, on the steamer *Three Rivers*, which took a large crowd to

the grounds. The outing was a well patronized one, and will long be remembered.

Work has commenced on the shoepack portion of the Edmonton Leather and Shoe Co., which will be erected in the industrial section of that city, between the lines of the C.N.R. and the C.P.R. Messrs. Congdon and Oliver have been awarded the contract for construction.

Palmerston, Ont., will have a new factory for the making of trunks, bags and valises. A recent by-law, submitted to the people of the town, was carried by a large majority, only eight votes being recorded against it. Charles Kreutziger, the manufacturer, will commence at once to put the new industry in operation.

F. W. Walker has resigned his position as foreman of the making department of George A. Slater Co., Limited, and has taken a situation in the United Shoe Machinery Co. He is well known in shoemaking circles all over the world, especially in China, Australia, South America, Cuba, and other countries.

The Dominion Leather Goods Company, Toronto, have been granted a charter. The share capital is \$40,000, and the company are empowered to carry on in all its branches the business of manufacturers of and dealers in hides, skins, furs, leather, leather goods, trunks, satchels, harness, gloves, footwear, etc., as well as the business of tanners. Among the incorporators of the company are: Alfred H. Cox, R. G. Roberts, J. H. Hunter, and others, of Toronto.

A Berlin despatch says: W. E. Woelfle, and other local men, have organized a company and will erect a \$10,000 building for the purpose of manufacturing shoes. The factory will be located in the West Ward, where building operations on the Canadian Consolidated Rubber Co.'s building have commenced. The addition of these industries is increasing the value of real estate in that section fifty per cent.

There will be no exhibit of the United Shoe Machinery Company at the Canadian National Exhibition, Toronto, this year. The company, however, are making exhibits at the Vancouver exhibition, where employees of the J. Leckie Company will be the operators on the machines making heavy goods. Patrick Hogan and Bert Baldwin, of the Montreal office of the United Shoe Machinery Company have charge of the exhibit. The company will also make a fine display of the Goodyear welt process at the fair at St. John, N.B.

Glasgow; H. Perkins, of J. Spaulding, of J. Spaulding & Sons, Boston, and T. Sheady, of the International Leather Board Co., Boston.

J. A. Langlois, M.P.P., who was recently tendered a most successful banquet in honor of his re-election to the Provincial Legislature for St. Sauveur Division, is a well known member of the Louis Gauthier Co. Mr. Langlois, who is highly esteemed by his constituents, was born in Quebec city on September 23, 1860. He studied at Freres



des Ecoles Chietiennes. At the age of sixteen years he began to work and entered a local shoe factory, where he was employed for four years. In 1880 he left for the United States and spent some years across the border. He was married in 1884 to Miss Octavie P. Lafrance, which union was blessed with a large family, seven children still living. In 1909 Mr. Langlois was prevailed upon by the electors of St. Sauveur Division to allow his name to go before them as a candidate for the Legislature, and he was returned by a large majority. In the last Provincial contest he was again successful. Mr. Langlois is one of the most energetic and aggressive representatives in the Provincial Parliament.

News Notes from Quebec

J. A. Larue, liquidator, of Quebec, is spending a few weeks' vacation at Colorado Springs.

J. A. Despatre, formerly of Jobin and Rochette, has taken charge of the cutting room of the O. Goulet factory.

Louis Gauthier, son of the late Louis Gauthier, has been appointed assistant superintendent of the Louis Gauthier factory.

Eug. Laforte, shoe retailer, Quebec, has made a voluntary assignment, for the benefit of his creditors. His assets are \$6,300 and liabilities \$7,200.

La Cie Eug. Julien, Limited, of Quebec, will tender a banquet to their employees. The firm is a progressive one in all lines of harness and farm supplies.

The death occurred at Carberry, Man., of Henry Griffith, formerly shoe manufacturer of Quebec. The body has been sent to Quebec for interment in Mount Hermon Cemetery.

Judge Lemieux, of the Superior Court, has named Eug. Trudel, of Larue and Trudel, as curator of the Solid Shoe Co., who recently assigned. M. M. Wilfrid Roberts, of the Hochelaga Bank, J. A. Scott and Alf. Garant, of Dupere and Garant, have been appointed inspectors. The liabilities of the company are about \$11,000 and the assets \$4,000.

Among the recent visitors to Quebec were L. S. Odell, of Fisk, Limited, Montreal; Eug. Garneau, of Garneau and Desarois, Montreal; D. Grey, of McDougall & Co., Limited,

How Leathers Have Gone Up

A leading Canadian shoe manufacturer writes the *SHOE AND LEATHER JOURNAL*: "We think the following carefully composed table will be interesting, to give you an idea how the price of raw stock is advancing:

	Price Aug., 1911	Price Aug., 1912	Advance p.c.
No. 2			
Sole Leather	22½	26 pd.	15
Tan Calf	27	30 ft.	11
Velours Calf	24	28 ft.	16.6
Gunmetal Calf	24	28 ft.	16.6
Patent Colt	36	40 ft.	11
Dongola, selection raised about 2c. per foot.			
Winter Calf, tan	30	33 ft.	10
Box Calf	24	28 ft.	16.6
Split	14	20 lb.	43
Wax Kip	17	21 ft.	26
	37	48 lb.	30
Box Kip	18½	21 ft.	13
Syd. Grain	17½	20	14
Scotch Grain	17½	21	15
Menn. Grain	18½	21	13
Kang. Grain, Lambeau . .	18	21	16.6
Buff	15½	17	13
Chrome Kip	23	25	9
Pebble	15½	17	13
Syd. Grain	17½	20	14

He Runs Four Repair Shops

J. T. Brown, of 1061 Granville St., Vancouver, B.C., conducts four repair shops, but has never tried getting jobs done outside. He thinks that a repair shop should earn at least 25 per cent. profit and is of the opinion that prices on repair work should be increased on account of the high figure for sole leather and upper stock. There has been several meetings held to consider this question, but no arrangement has as yet been made. Mr. Brown does not advertise his repair shops, and as to attending to small wants of customers, such as sewing a rip, putting on a patch, or nailing a sole free of charge, he does not approve of it at all. Repairing in connection with retail shoe business is almost a necessity. "There are more 'botches' running repair shops than is good for the community," declares Mr. Brown.

Specimen of Petrified Foot

An almost perfect specimen of a petrified human foot was brought into the Montreal Star office recently by Mr. J. O'Hara, of Longueuil, who picked it up in the neighborhood of the Beating Club pier. Close examination shows that the foot must have undoubtedly formed part of the skeleton of an adult male. There is also the undoubted evidence of the imprint of a moccasin. It may, therefore, be assumed with comparative certainty that its former owner belonged to one of the fleet-footed Hurons, who used to stalk along the shores of the St. Lawrence and Ottawa. The process of petrification has probably taken centuries. In an even line around the petrified foot one can see the marks of the stitching around the moccasins. The outline of the heel and toe are also plainly visible. The remains are undoubtedly those of a man's foot, but how the poor Indian came to fall on the shores of the St. Lawrence must ever remain a mystery of the ages.

No Indefinite Orders

Don't send in a dummy or blanket order for a certain quantity of shoes at a certain price, leaving the details as to sizes, quantities of each style, etc., to be forwarded later when you have had a little more time to consider the probable situation for next spring. This results in trouble nine times out of ten. Instead of sending them in a fortnight, a month, two months or even a quarter goes by, and finally the manufacturer has to telegraph for the details. Often he doesn't get them until the very last moment, which results in rush work all along the line, and perhaps imperfect workmanship. Then the retailer blames the manufacturer. He insists on prompt delivery and perfect shoes, but he will not forward the right information to the manufacturer until he gets "good and ready." Under such conditions the best work is very hard to secure. Don't send in incomplete orders.

Popular Shoeman Weds



D. J. M. McGeary, manager of the Royal Shoe Store, Saskatoon, Sask., and son of J. T. McGeary, Toronto, was married last week in St. Mary's Church, Midland, Ont., to Miss Berta Elizabeth Selby, daughter of Mrs. R. J. Thorpe, of Midland. Mr. McGeary is well known to the shoe trade in Western Canada. For some years he was employed in Winnipeg establishments previous to going to Saskatoon. He has been a frequent contributor to the columns of the SHOE AND LEATHER JOURNAL, and has won several prizes in connection with the various competitions. Mr. McGeary is a young man, who has made good in the West. Many friends will congratulate him upon his recent marriage and wish him and his bride a prosperous and pleasant wedded life.

The Horrors Must Cease

Sir Edward Grey, the Foreign Secretary, speaking in the House of Commons, London, on the atrocities in connection with the rubber industry in the Putumayo district of Peru, said the British Government is keeping in the

closest touch with the United States in this matter, and public opinion in the United States would undoubtedly prove a potent factor in preventing a recurrence. It had been arranged for the British and American consuls to leave together on August 5 for Putumayo, and the consuls' presence in that district would be a guarantee that the horrors would not be repeated without the world knowing it.

This, continued the Foreign Secretary marked the beginning of a systematic visitation of the district, which eventually in no great length of time would ensure that such horrors would not occur again.

A Shoeman Who Can Hunt



G. Romano, of Nelson, B.C., who has been in the shoe business in that city for six years, has built up a large trade from a very modest beginning. He is widely known among the miners, loggers and ranchers, and is also popular with the travelers. He carries a fine line of high-class shoes for men and women, and makes to order boots for miners, loggers and ranchers. Mr. Romano is a great hunter himself and a pretty fair shot. He does a large repair business, his machines being operated by electricity. In order to succeed with small capital, he says, a man in these days of strong competition must have a thorough knowledge of his business. Otherwise he is taking a very dangerous risk, and is liable to meet with failure. Mr. Romano likes the shoe game and understands leathers and the construction of a shoe from start to finish.

Slipped Around and Made Them

A buyer called at the factory of J. A. Cook & Bro., Lynn, Mass., and asked for a pair of party slippers in a hurry. The firm did not have the shoes in stock. So it undertook to make them in a hurry. The material was assembled, lasts and patterns chosen, and the shoes were cut, stitched, lasted, finished and packed ready for delivery in twenty minutes. This was fairly fast time. The firm, however, believes that it can reduce the time of making a pair of shoes to twelve minutes. The shoes were hand turned.

Rubber Made from Vegetables

One of the latest achievements of industrial chemistry that has been announced is that rubber can now be commercially manufactured in England from starch derived from corn, potatoes and other home grown vegetable products. A phenomenal increase has taken place in the demand for rubber all over the world, and it has rapidly advanced in commercial importance. It is computed that the value of the rubber now annually produced is \$200,000,000, and of this the United Kingdom takes more than half, for which last year it paid \$150,000,000. Hitherto rubber has been a natural product derived from rubber plantations in various tropical and sub-tropical countries by a slow and laborious process. Now, by a triumph of creative chemistry it is possible to manufacture it in England from English-grown products.

New Shoe Factory for Edmonton

Edmonton Leather and Shoe Company has been incorporated under the laws of the Province of Alberta, with a stated capitalization of \$100,000, to manufacture harness and heavy leather and waterproof boots, such as are used by prospectors, sportsmen, and engineers; also lumbermen's aprons, shoe packs and moccasins. Construction work on the building, which will cost \$30,000, was started on July 22, and the factory is expected to begin operations early next January.

Two of the best known manufactories in Canada will be amalgamated in this concern. One of these is the Todd plant, at Meaford, Ont., manufacturers of the Polar Bear Brand of larrigans and shoe packs. The other is the Francois Adams plant, at Camrose, Alta. A. C. Todd, of Meaford, president of the company, will be manager, and W. E. Jewett, of Edmonton, secretary, will be superintendent. Both are experienced shoe and leather men.

The plans adopted by the company show a tannery 60 by 130 feet, two storeys, with power and supply houses ad-

joining. The shoe factory will be 30 by 80 feet, with modern equipment. Seventy-five men will be employed throughout the year. The plant is designed to handle 100 hides a day, and it is expected to turn out 100,000 pairs of shoe packs a year. The company has leased from the municipality of Edmonton a site of one and a half acres on the south side of the city. Associated with Messrs. Todd and Jewett in the enterprise are: J. M. Douglas, of Ottawa, Member of Parliament; Francois Adams, of Camrose, Alta., and N. L. McDonald, of Calgary, Alta.

Police Force for Rubber District

A despatch from Lima says: Carlos Rey Castro, the special commissioner appointed by the Peruvian Government to take charge of the Putumayo rubber district, in which the recent terrible atrocities occurred, has formed an efficient police force, the members of which have been distributed in positions from which they can readily control the region. Tranquility prevails in Putumayo, and the condition of the Indians working there has been greatly improved.

Western Repair Man's Success

George H. Morris, an illustration of whose up-to-date repair shop appeared in the last issue of the SHOE AND LEATHER JOURNAL, has been in his present stand, at 623 Broadway West, Vancouver, during the past five years. He has built up a splendid connection by specializing in repairs for the trade in general as well as for providing for special customers. He manufactures boys' school and men's heavy work shoes, and carries a stock of what he makes on the premises. He has built up a paying business through strict attention to details, moderate prices, and securing a name for reliability and punctuality. His equipment consists of a stitcher, a finishing machine, a trimming machine, a loose nailer, a Simplex combination machine, etc., all made by the Champion Shoe Machinery Co., of St. Louis. Mr. Morris has also one press for dicing out different soles. The motive power used for operating is supplied by B. C. Electric Co. Recently Mr. Morris had the misfortune to lose the index finger on his right hand through an accident on one of his machines.

A Handsome Line of Slippers

J. S. Ashworth, of Toronto, Canadian representative of Sir H. W. Trickett, Limited, has returned from a successful business trip through Western Canada. Mr. Ashworth has received the fall and winter samples of the famous Trickett line, and they are the most attractive and extensive range ever seen by the trade. A number of new lines are noticed. The offerings come in felt, camel hair, velvet, poplin, in new shades, canvas, venetian and leather, and some combination effects are inviting and impressive. There are many new things that will appeal to the trade, not forgetting the famous "Kozy" slipper, which is still as popular as ever. Mr. Ashworth reports that a large number of orders have already been placed, and the prospects for heavy fall and winter deliveries are exceptionally bright. The Trickett line this year is right up to the minute in material, style, quality and wear.

Wants Help of Salesmen

A manufacturer of women's shoes says: "My business salvation, as well as that of my associates, depends entirely

upon our ability to originate styles that are attractive, and to put them on the market first. The manufacture of staple shoes is down to a mill system basis, and it is in the hands of big firms chiefly. We small independent manufacturers must depend for our profits upon our new and original styles that prove quick sellers.

"I want," continued the manufacturer, "to call this fact emphatically to the attention of salesmen. In order to make new and attractive shoes, we must have new and attractive leathers, fabrics, lasts, patterns, finishes, trimmings and other things. Salesmen must secure them for us, and bring them to us. We may seem to kick the visiting salesmen out of the office sometimes. But we will thank him for kicking us back, if he has something worth showing."

It Always Pays to Think

Good common sense is an indispensable attribute in the salesman. It is surprising how thoughtless some salespeople can become in the performance of their duties. The lengths to which disuse of the thinking apparatus may lead is illustrated by an accident in the shoe section of one of our downtown stores.

A young man came in, was fitted to a pair of shoes, and on inquiring the price—\$3, asked that they be sent C.O.D. The transaction was closed for C.O.D. delivery, when the customer suddenly asked, as if changing his mind, to be allowed to wear the new shoes home.

"Send the old ones out," said he.

Absentmindedly, the salesman did as requested. The customer marched off in his new pair of \$3 shoes, while the old ones were carefully delivered by the C.O.D. messenger. Needless to say no one was found at the address given who cared to pay \$3 for an old pair of shoes.

Puts His Own Ornaments On

A leading Canadian retailer has adopted the practice of ordering pumps without bows or buckles from one firm while he buys all his bows and buckles from another house, who make a specialty of supplying them. He attaches the ornaments, using his own judgment. This dealer claims he is making money by this course, and that he gives his customers greater variety. He will often take numerous pumps made on the same last, and with the same style of toe and by a judicious use of various buckles and bows, will present a great variety. The one original difference may be in the height of the heels otherwise the pumps are the same. The ornaments on the vamp make the selections new and pleasing. "I ordered," he said, this season, "some gun metal pumps which had a tongue and flat leather effect buckle. I did not like the looks of them. I took out the tongues and, after ordering some corded silk bows, put them on myself. The original pump, which did not have any marked demand at \$2.45 per pair, I managed to get rid of at \$2.98 per pair, after the alterations. The bows cost me about eight cents a pair, and I disposed of what would otherwise have been a first-class line of "stickers," at a clear net advance of forty-seven or forty-eight cents each. I knew what my customers wanted, and I gave it to them. Colonial effects have not been a success with me this season. The straight pump had the call."

Some of the Newly Elected Officers of the Cook-Fitzgerald Co., London



J. T. SUTHERLAND
Director



JOHN O. DROMOGLE
Vice-President



C. J. FITZGERALD
President



J. G. MCDIARMID
Director



A. A. ORENDORFF
Director

Veteran Shoeman Retiring

After a business career of forty years, thirty-five of which have been spent in the shoe line, Mr. William Garside, of the wholesale firm of Garside and White, Toronto, will retire on October 1st, his interest being taken over by his partner, Mr. Hugh White, who has been associated with him for the long period of twenty-eight years, seventeen of which they have been in partnership. Mr. Garside will enjoy the fruits of his long labors. For some months he has been desirous of having more leisure and an opportunity to travel, of which he is very fond. He will also have ample time for outside interests and causes with which he has been prominently identified. His retirement is entirely voluntary. In the Old Country it is not unusual for a business man to retire when he is in his prime, but in Canada it is not often that this occurs. "Yes," said Mr. Garside, when asked regarding the move he is making, "I feel that my affairs are now in such a shape that I can free



myself from business. Naturally, I have witnessed many changes in the trade since I first became connected with it. After being three years as accountant with a shoe house in Brantford, I came to Toronto thirty-two years ago and became a partner with L. J. Beemer and Co. We were then the only exclusive wholesale house in the city. There were two others, which are still in business, but they were manufacturers as well as jobbers. After buying out Mr. Beemer the firm of Garside, McKellar and Dallas was formed. That was twenty-five years ago, and some eight years later the house became Garside and White. There have been many changes and failures in the jobbing trade during all these years."

Mr. Garside remembers well when all shoes were sold in bulk and not even the finest pair of ladies' French kid boots were cartoned. Half-sizes were unknown to the trade. He also recalls when dongola made its first appearance on the market and rubber companies made all their product from one style of last. These were also the days of long boots, many of them with copper toes and red fronts. Large stocks of these used to be handled. In the early eighties it was the custom of the shoe traveler to call only three or four times a year on a retailer, and perhaps he would secure his order for a whole season. The traveling ranks to-day have a much better and brighter class of men calling on the shoe trade than in the olden times. They are more expert salesmen and know more about shoes generally. During the big fire in Toronto, some eight or nine years ago, Garside and White were burned out and lost

their entire stock. Within forty-eight hours after the disaster they were again doing business in temporary quarters and had bought the site at 48 York street, where they erected their present building. Mr. Garside states that his firm were the first to offer special inducements to buyers during Exhibition week, which has resulted in a great number of retailers visiting Toronto every year at the time of the big fair. Many old employees of the house have been with them for years, among them being Bert Geene, Eastern Ontario traveler; Thomas Scott, accountant; R. B. Gravelin, warehouse manager, and others. During his business career Mr. Garside has made no less than one hundred purchasing trips to Quebec and other shoe centres, and has witnessed the development of the jobbing business to its present widespread extent and importance. The firm have for many years paid cash for their goods, and effected the strongest buying arrangements.

Mr. Garside was one of the founders and organizers of the Independent Rubber Co., whose factory is located at Merritton. His place on the Executive is being taken by Mr. White. That industry is now in a most flourishing condition. Outside of the shoe business Mr. Garside evidenced a lively concern in a number of institutions, among them being the Y.M.C.A., of which board he was president for three years and is still a member. He was president of the Association when the great campaign was carried on in Toronto a few years ago and some \$800,000 raised for the erection of new buildings for the Y.M.C.A. and the Y.W.C.A.

New Superintendent is Popular

Fred A. Lovell, who is now the superintendent of the Cook-Fitzgerald Co., Limited, of London, got a rousing send off when he said good bye to his former associates in the Thompson Bros.' factory, at Brockton, Mass., recently. Mr. Lovell entered the employ of Thompson Bros. twenty-five years ago, as a boy, and he found it hard to break old ties. The firm and the general manager, Mr. Philip Dalton, showed their appreciation of his services by making him presents of purses of gold, while the operatives indicated their goodwill in the tender of a very handsome club bag. Mr. Lovell was one of the best known men in the shoe and leather trade of the East, and he was chosen from a host of applicants for his present post, receiving the unqualified endorsement of the most prominent men in the business in New England. He has instituted many changes in the factory at London, and those that are familiar with the quality of Astoria and Liberty brands of shoes will find that they have taken another step toward perfection because of his master touch.



A Pioneer in Rubber Business

A prominent business man and a veteran in the rubber footwear line, passed away in Chicago on August 2, in the person of A. A. Andrews, vice-president and general manager of the Winnipeg Rubber Co. (Western branch of the Gutta Percha and Rubber Manufacturing Company, of Toronto). He had been suffering for some time with pains in the head, his trouble being in the form of nasal growth, developing into a disease of the mastoid glands. Mr. Andrews had undergone several operations, one in Chicago a few days before his death, and it was thought that he would recover. The end came rather suddenly. He was one of the Western pioneers, being sent to Winnipeg in 1881 by the Gutta Percha Company, to become manager of the Winnipeg Rubber Co. Mr. Andrews was also a former president of the Canadian Industrial Exhibition Association, of Winnipeg, in which institution he took a lively interest. In his earlier days he was a noted athlete and a warm supporter of all legitimate sports. In business circles he enjoyed the friendship and respect of all, being broad-minded and aggressive. At the funeral, which took place in Winnipeg, the Gutta Percha and Rubber Manufacturing Company, Toronto, was represented by Trumbull Warren, treasurer, and J. M. MacLean, chief accountant. H. D. Mewhirter is at present in charge of affairs in Winnipeg and no appoint-

ment to succeed Mr. Andrews has as yet been made. Referring to his death, R. H. Greene, salesmanager of the Gutta Percha and Rubber Manufacturing Co., paid a warm tribute to the departed officer. He was held in the highest regard not only by all the members of his staff, but by the citizens at large. "Few men enjoyed a wider measure of esteem and confidence," added Mr. Greene. "He had the happy faculty of making and retaining friends, and his sudden death is deeply deplored."

Veteran Manufacturer Expires

James Langmuir, formerly vice-president and general manager of Harrison Bros. & Co., of New York and Philadelphia, paint manufacturers, and who, some years ago, established the firm of James Langmuir & Co., paint and varnish manufacturers, Bathurst Street, Toronto, died recently, aged fifty-eight years. He was a brother of Matthew Langmuir, of the M. Langmuir Manufacturing Co., makers of trunks, etc., Toronto.

Has Joined Traveling Ranks



Among the young men who have recently joined the traveling ranks is J. P. Maher, who now covers Northern and Western Ontario for the Reliance Shoe Co., of Toronto, which began the manufacture of boys' and youths' fine McKay shoes in Toronto in January last. The firm believe in specializing, and have worked up a splendid trade. P. E. Rivett is the general manager of the company, having some ten years' Canadian

experience in the shoe business. Mr. Maher has met with success since assuming his present position on the road and likes the selling game. He has made a large number of friends by his quiet manner, good judgment and faithful attention to his work. The fall and spring samples of the Reliance Shoe Co. are very attractive and complete, and evidence good shoemaking in every detail.

Would Welcome a Half Holiday

E. Morrison, Orillia, Ont., keeps open every night till nine o'clock, and on days preceding holidays and Saturdays, till eleven o'clock. He finds that by remaining open it pays him in the number of orders received for the repair department. Some years ago an effort was made by the merchants to bring about an early closing by-law but it did not last very long. Mr. Morrison thinks that the business men of Orillia would welcome a half holiday during July and August. The members of his staff are allowed time for recreation. He keeps five men in the repair department and also does custom work, and being open during the evening, orders are taken in for new as well as repair jobs, which cannot come in during working hours, as in a town like Orillia, where there are so many citizens that labor in factories it is impossible for them to do any shopping during the day, the noon hour being too short.

Fresh Air and Recreation

"I have always been in favor of six o'clock closing as I think a staff must have fresh air and recreation to give the best service when at work," writes W. J. Nelson, of Lethbridge, Alta., who closes the year round at six o'clock, except on Saturday, and the week before Christmas. "We have never found that remaining open at night has resulted in a paying trade. We have an early closing by-law, which seems to be satisfactory and working out splendidly. There is no half holiday during the summer, I do not consider than a retailer is any further advanced financially at the end of the year than if he closed every evening, and it has been demonstrated that keeping open the night before a holiday hardly pays. You ask whether I think a retailer should stay open at night because his competitors do, and I say that if he is satisfied to be a follower, yes, but if he has any independence, individuality or spunk about him, no."

A Familiar Figure on the Road

Every man in Western Ontario connected with the shoe trade knows "Ken" Murray. He traverses Western Ontario for the Murray Shoe Company, of London, was one of the founders of the company, and sold their first shoes on the road, his ground being from London to Montreal. That was some ten years ago. He has been at the selling proposition ever since and has met with a large measure of success. Some months ago, in company with Mr. Johnston, late of the L. McBrien Co., Limited, of Berlin, who did the ground east of Toronto, he opened an attractive retail store in the Forest City, under the name of Johnston & Murray. They have one of the nicest places of business in Western Ontario, and are building a steady, profitable trade. Mr. Murray is an industrious worker and is well thought of, possessing the rare quality of making and retaining warm friendships.



WANTED—Salesman, good connection, to handle our lines in Ontario. Apply P. E. Frank & Co., 20 Front Street East, Toronto.

WANTED—A first class shoe traveler, one who is a good salesman. Apply to Garside and White, 48 York Street, Toronto.

WANTED—Rubber footwear salesman, having connections with boot and shoe trade preferred, for territory in Ontario. Kaufman Rubber Co., Limited, Berlin, Ont.

WANTED—By wholesale shoe house, a first class representative for the Maritime Provinces, and also one for Ontario, covering the ground west of London. Box 35, SHOE AND LEATHER JOURNAL.

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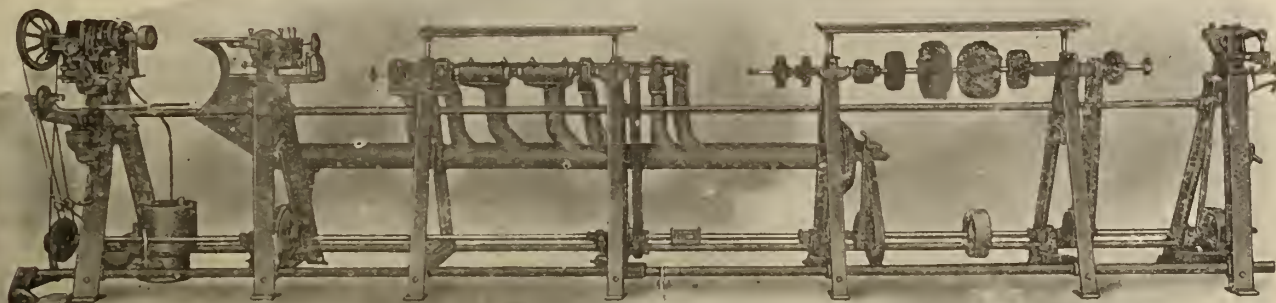
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| 2 Heel Brushes | 1 Stitch Cleaning Brush |
| 1 Levelling Roll | 1 Bead and Wheel |

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

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Shoes Advance in Price

Leading Manufacturers To Put In Effect Fifteen Per Cent. Increase—Leathers Also Take a Jump as Tanners Must Get Better Figures—Scarcity of Calf Skins.

Canadian shoe manufacturers have decided on an increase of 10% to 15% on all shoes, higher prices taking effect September 1st. This will mean an increase to the consumer of 25 cents to 50 cents a pair. Advances in the cost of leather and higher wages paid to employees, are the main reasons for the advance, which has been expected for some weeks. The decision was made at a representative meeting of the Boot and Shoe Section of the Canadian Manufacturers Association, held in Montreal, August 6th, Jos. Daoust, president of the section, presiding.

President Daoust, who, besides being a shoe manufacturer is also a tanner, explained the reason for the advances in leather prices, which, after September 1st, will amount to 10% more than present figures.

He said tanners were paying to-day fully twice as much for hides as they had paid ten years ago. Even at the market price, it was not possible to secure the quantity of hides for which there was demand. Wages paid were higher by 100%, while leather had not increased in price by more than 50%. Further than this, tanners anticipated another advance in hide and skin prices this fall, when there will be the annual demand for the fine hides which come from the pasture fed cattle. These skins always fetch a bigger price than those of stable fed, and are not obtainable at all in winter. It was only a question of time before prices would have to be advanced by the shoe manufacturers, and there was nothing but loss to face in the meantime, if present prices prevailed any longer. There was a two-hour discussion before the decision was reached to put into effect a general advance in prices to the retail trade.

The following resolution was passed:

"Owing to the fact that tanners have raised the price of leather at least 10%, further, because of constant changes in lasts and styles, which are a very heavy expense to manufacturers, it is resolved to increase the price of boots and shoes at least 10% to 15% over last year's prices, according to the kind of leather used. This increase to take effect September 1st."

Terms in future will be net 60 days, 2% ten days, the same as shoe manufacturers receive from tanners.

Those present hesitated a long time before taking definite action, resulting in higher figures, and it was only when discussion proved that higher prices were necessary if manufacturers were to continue in business, without facing losses, that the resolution was unanimously carried.

Those represented at the meeting included representatives of the following firms: Ames Holden McCready, Limited, J. A. & M. Cote, Limited; Wayland Shoe Co.; Smardon Shoe Co.; James Linton & Co.; John McPherson & Co.; St. Henri Shoe Co.; J. & T. Bell, Limited; Macfarlane Shoe Co.; Dufresne & Locke, Limited; Brandon Shoe Co.; Cook-Fitzgerald Co.; Minister Myles & Co.; Murray Shoe Co.; Walker Parker & Co.; Rideau Shoe Co.; McDermott Shoe Co.; Jackson & Savage (Scout Shoes); Daoust, Lalonde Co.; Aird & Son. Regrets were sent by a number of manufacturers who were unable to be present.

Leathers Raised Ten Per Cent.

Shoe leathers will be advanced 10%, effective September 1st, as a result of the meeting of Canadian tanners, of the Tanners' Section of the Canadian Manufacturers Association, held in Montreal August 5th. Sole leather, calfskins, and all cow hide leathers will be most effected, Dongolas and sheepskins, owing to market conditions, may not be increased in price to the same extent.

A representative gathering of tanners thoroughly discussed the situation, and agreed that it was absolutely

necessary to get more money for leather. During the past ten years hides and skins have advanced 100%, labor has increased in cost 75%, tanning materials have gone up 50%, and the cost of doing business has become greater. There has not been a corresponding advance in leather prices, and tanners are obliged to get better figures for their product.

The marked increase in consumption of cowhides is the past ten years was commented upon. One tanner remarked that while in 1902 60% of the shoes he made were dongola, to-day not more than 17% were such. Calfskin had become exceedingly popular—so much in demand, as a matter of fact, that the supply was almost exhausted. When this occurred, and prices became correspondingly high, imitations of calf skin, from cowhide were made. Box kip largely replaced box calf, gunmetal kip was marketed instead of gunmetal calf, and dull kip took the place to a great extent of dull calf. All these lines being made of cowhide, naturally drained the supply very much. Even patent leather was being made of cowhide.

Because calf and cowhide leathers were so scarce, cabrettas were being much used in upper work, possessing as they do, so many of the qualities desirable.

Those represented at the meeting were: Bonner Leather Co.; Breithaupt Leather Co.; Beardmore & Co; A. R. Clarke & Co.; Duclos & Payan; Daoust, Lalonde & Co.; Fisk, Limited; C. Galibert & Son Co.; F. Galibert; Marlatt & Armstrong.

Ontario Manufacturers Take Action

At a meeting of the shoe manufacturers of Ontario, who are affiliated with the Canadian Manufacturers' Association, in Toronto, on August 10th, it was decided to advance the prices which have prevailed for the past season from ten to fifteen per cent.

This action was considered imperative because of the general increase in everything that enters into the making of the shoe. Both upper and sole leather have advanced to a point where the manufacturer has to either increase the price of his product or take it out of the quality of his shoe. It was the sense of the meeting on Saturday at Toronto, and at Montreal on the 6th inst., when the Eastern manufacturers met in conference, to maintain the standard and ask an advance for their goods.

On motion a committee was appointed to place before the Tariff Commission of the Canadian Manufacturers Association the abuses in connection with the dumping clause under which the American manufacturer of shoes to-day is flooding the Canadian market with his surplus stock to the detriment of Canadian footwear.



L. W. JOHNSTON
Director of Cook-Fitzgerald Co.,
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JOHN S. FERNS
Sec.-Treas. Cook-Fitzgerald Co.,
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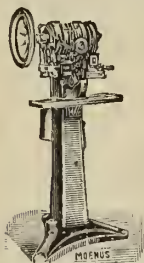
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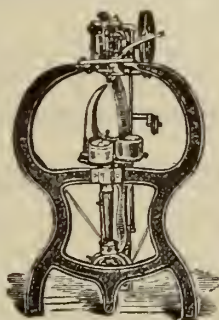
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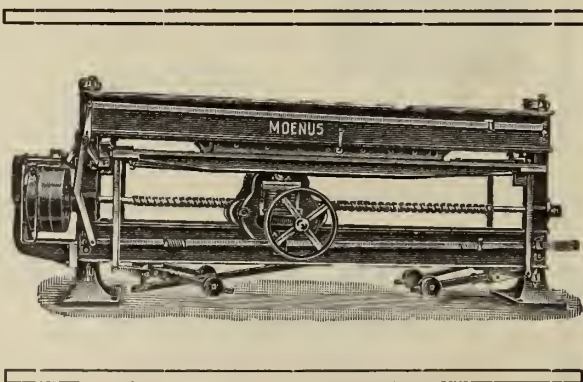
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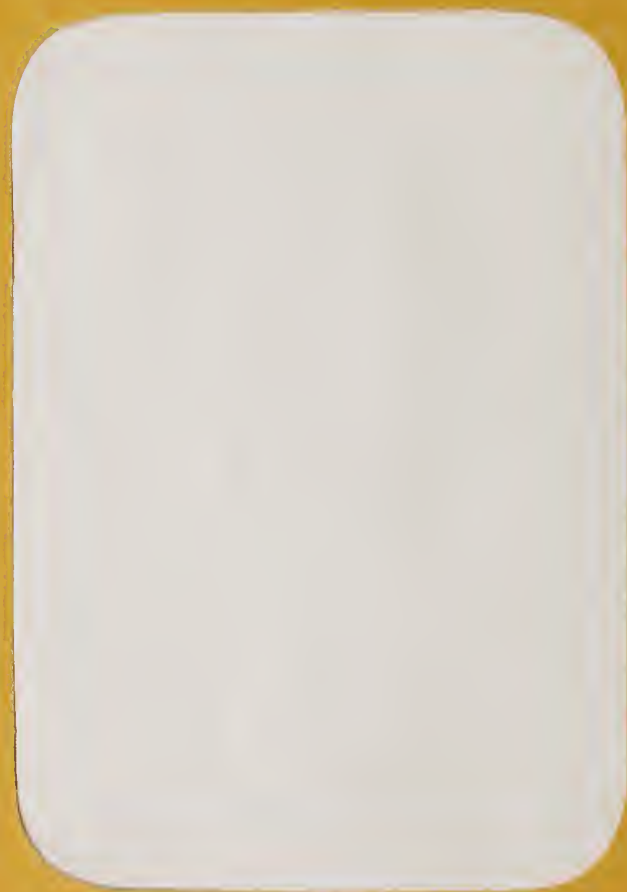
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Made on good sensible lasts and of solid leather, foot ease and comfort are assured to every wearer.

There isn't a possible chance of your making a mistake by putting Williams' Shoes on the feet of the customer you are anxious to please and satisfy with good value.

THE
WILLIAMS
SHOE COMPANY
BRAMPTON, ONTARIO



FEATHERWEIGHT ICE CREEPER

LIGHT SIMPLE DURABLE

In Men's and Women's Sizes
To Fit Any Shoe or Rubber

(SEE ILLUSTRATIONS)

Here is just the line you require to boost your findings sales.

Every pair means a big profit to you—and this is the time to prepare for the regular demand for ice creepers.

If your jobber cannot supply you I can—drop me a line.

P. E. BOIVIN

PATENTEE AND MANUFACTURER

GRANBY, QUE.

ALSO TROY, N.Y.

Show Cards and Advertising Matter Supplied Dealers

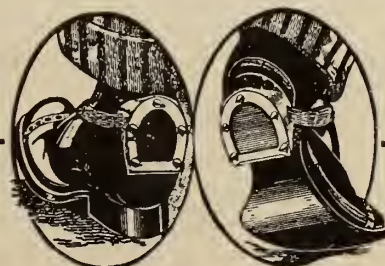
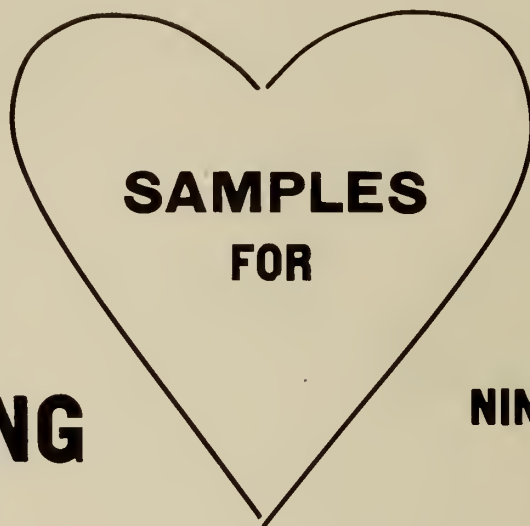


Fig. 1.

Fig. 2.

Fig. 1 shows creeper pushed up from heel when not in use. Fig. 2 shows creeper in use.



SPRING

**NINETEEN
THIRTEEN**

The finest we have ever produced and we believe the best you have ever looked upon. The

Six New Lasts

we have added are the very latest in modern shoemaking and it is an addition which enables us to maintain our reputation as being

Canada's Best Shoemakers

Wait for our salesman. Perhaps a little late but he has the goods to make your wait worth while.

THE HARTT BOOT & SHOE CO.

LIMITED

FREDERICTON

-

-

NEW BRUNSWICK

USING "NIGRO" VAMPING CALF IS GOOD BUSINESS



Because "Nigro" is a perfect cutting leather. A clear and uniform finish to the very skirts of the skin enables you to get considerably more out of it than you ordinarily get out of the average skin.

Particularly for gunmetal and velour shoes the fine appearing and economical features are something you cannot afford to pass up.

And then there is the wearing quality. Well, we stand back of the statement that it is the very best, with a reputation as good leather producers—a reputation gained only by ability and long years of experience—a reputation so valuable we cannot afford to endanger by rash statements or inferior goods.

If that is not sufficient, get a number of "Nigro" skins, try 'em out, compare them with any leather you have been using. If they don't give you complete satisfaction just tell us about it and it won't cost you a cent.



DAVIS LEATHER CO., LIMITED

NEWMARKET

-

-

-

ONTARIO

Remember These Brands

when placing your

RUBBER ORDERS

“JACQUES CARTIER”
 “GRANBY”
 “MAPLE LEAF”

“MERCHANTS”
 “DAISY”
 “ANCHOR”

Rubbers will soon begin to move. Are you prepared in all lines? If not, we have twenty-six branches carrying stock for you, which means

PROMPT DELIVERY. LATE DELIVERY MEANS LOST SALES.

“Granby” Sold Exclusively by Ames Holden McCreedy, Limited



Both outdoor and indoor sports demand this brand of sporting shoe.

Do not allow your stock to get low.

We are prepared to give you good service.

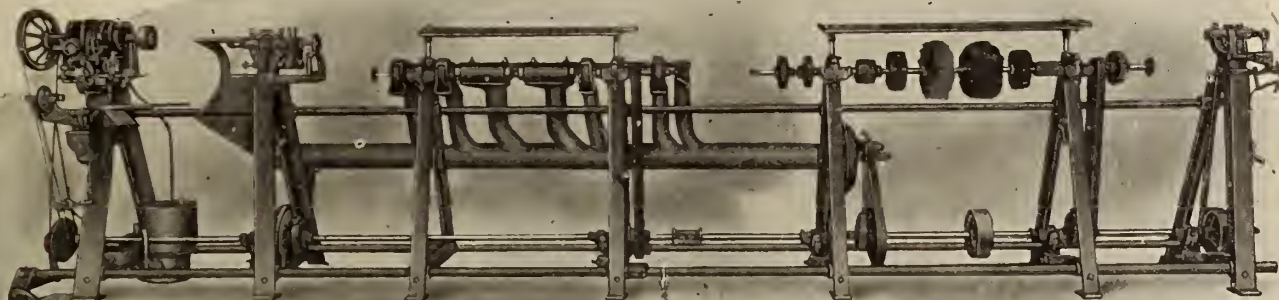
ORDER FROM THE NEAREST BRANCH

Canadian Consolidated Rubber Co., Limited

BRANCHES

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

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

IN selecting this great range of styles for Spring 1913, you may rest assured no effort was spared to make it such as to contain that which would be required by every shoe merchant for profitable spring selling.

And then style alone was not the only important factor in making the selection. The greatest care was taken to choose our lines only from makers with ability to produce the maximum amount of durability, consistent with price, in every pair of shoes turned out.

Then price, a very important factor in your buying as well as ours, received the necessary measure of attention. However, the fact that buying in large quantities means the best prices, is your assurance that nowhere can you obtain better value for your money.

A representative showing the range will call on you shortly.

THE
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McGill S

BEST
ERRAY
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EEN

INSON

Montreal

Canada

IN looking to the future let us not overlook the present. Things are no doubt beginning to move more rapidly in your business and you find increased sales quickly eating holes in your stock of Fall goods.

But these holes can be easily and rapidly filled up. A large stock and perfect organization which ensures prompt and accurate shipment is ever at your command. It matters not the size of the order, all receive the best attention.

Long experience and careful study of conditions are responsible for this state of affairs.

If you haven't become familiar with the benefits of the system adopted try it out the next time you want anything in a hurry. You'll be glad of it.

The Manufacturing and Selling Policy of The Perth Shoe Company, Limited

Will Bear the Closest Investigation

Our policy is to manufacture and sell a shoe that our customers will order over and over. A shoe whose name will stand for quality of material, workmanship and style, twenty years from now just as much as to-day. We are in business to stay. The only way we can stay is to make friends. The only way to make friends is to sell a shoe just a little better for the price and to give all our customers a square deal. That square deal is for you as well as anyone else.

Ladies' Welts Only

We are manufacturing ladies' Good-year welts. The Continental and American style centres have been closely searched for new conservative styles that will be continuous sellers. Styles that are always up to the mark, but that are not freakish. Styles that will last and be good sellers through the whole season. We have those styles and we are selling them at the right price.

Styles For 1913

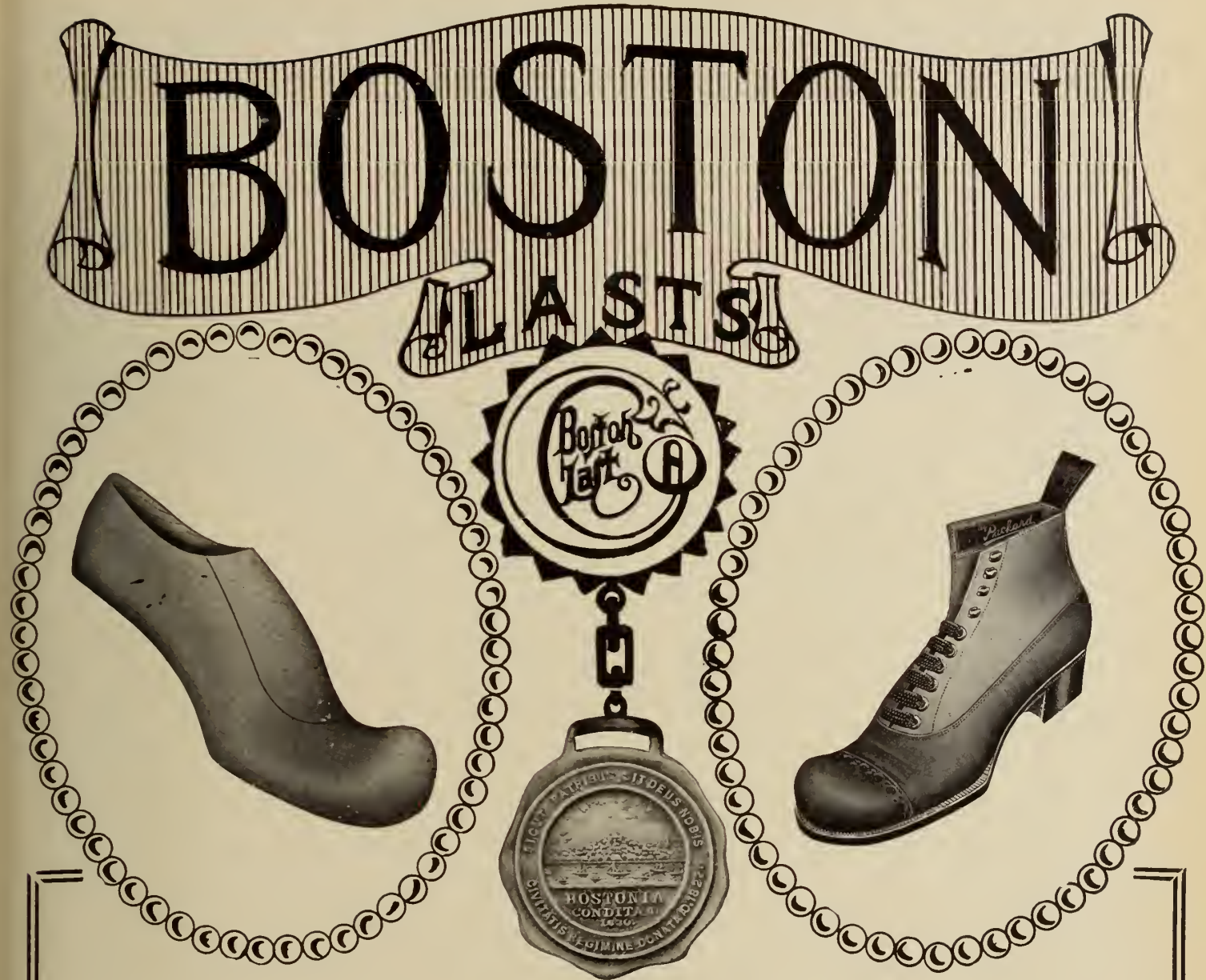
Tans, Patents, Gunmetals, will be the leaders for 1913. The high dome toe will have a small run, but the leading toe will be the semi-receding and the semi-dome. Buttons and laced shoes will be divided about equally. Two and three tie Oxfords will replace the pumps to a certain extent. Two and three button Oxfords will also be worn. Heels will be $\frac{1}{4}$ to $\frac{1}{2}$ inch lower.



**This Toe, Secured From One
of the Most Exclusive
Manufacturers will be
the Leading Toe
in 1913.**

We can safely say that this is the neatest, prettiest shoe we ever turned out of the factory. The semi-receding toe, the clean, full cut vamp, the straight bal front, and the neat well cut quarters give a style and appearance that has created great enthusiasm among the trade. One large jobbing house ordered a heavy stock of a full line of this style. In their opinion they had been shown nothing that could compare with it.

The Winn Company, Limited - Perth, Ont.



The above cut represents the Winner—which the trade in the United States is adopting—up to the minute in all lines—in Men's, Women's, Misses', Boys', Youths' and Children's.



Boston Last Company

MANUFACTURERS OF

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

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

Canadian Factory: RICHMOND, QUE.

Charles Campbell, Manager

Factories—BOSTON, Mass., 44 Binford St. Phone Main 107

RICHMOND, Que., Phone 32



Announcement

This company desires to announce that Mr. Geo. Fex, who is a brother of Mrs. Louis Gauthier, has been admitted to partnership and will act as General Manager.

Mr. Fex is a native of Canada, but has spent his whole life in San Francisco, California. He has had many years of experience in the shoe business and Surpass Shoes will have the benefit of all this knowledge. We can assure our clients that not only will the reputation of Surpass Shoes be maintained, but it will be enhanced as well.

New systems inaugurated in the factory will enable us to increase our output considerably and give even more satisfactory deliveries in consequence.

The Louis Gauthier Co.
LIMITED
Quebec



Ready for Prompt Shipment



We will prepay your first express order, simply to show you that we believe in the saleability of these shoes.

Send for our new catalogue showing quick sellers carrying good profits for YOU.

**NOTE THESE
ATTRACTIVE
QUOTATIONS**

THOMPSON

Kushion Sole Shoes for Women

- No. 387—Women's extra fine all kid, $\frac{3}{4}$ vamp, blu. dull c. top, pat. tip, lthr. heel \$2.75
- No. 388—Women's extra fine all kid, $\frac{3}{4}$ vamp, 11 button, dull c. top., pat. tip, lthr. heel \$2.75
- No. 389—Women's all kid, wh. qr., 10 button, plain tip, rub. heel, turn sole \$2.40
- No. 390—Women's all kid, wh. qr., bal., pat. tip, rub. heel, turn sole . \$2.40
- No. 391—Women's all kid, wh. qr. blu. oxford, pat. tip, rub. heel, turn sole \$2.10
- No. 392—Women's all kid, wh. qr., oxford, wide plain toe, rub. heel, turn sole (white kid lined) . \$2.10

Sizes 2 to 8 Heels 1-in. neat.



You can return these shoes at our expense if you find they are not as we represent them to be. We will refund or credit you the purchase price.

We have the exclusive agency for Canada for these Kushion Sole Shoes. Made by a factory making a specialty of them. ¶ Ready sellers among those desiring comfortable footgear. Always in stock. ¶ We also carry a range of men's black and tan kid Romeos and Operas. Send us a Trial Order to-day,

Thompson Shoe Company, Limited

38 St. Genevieve St.

MONTREAL

“Scoutmaster”

A Gentleman's Good Shoe
Retailing at \$5.50 and \$6.00

THIS is the name of our latest offering and it is a shoe we want you to see. It is ONE of the new lines from the SCOUT Factory, for 1913.

It, and others will be shown by these travelers now on the road.

J. P. McNAMARRA, Maritime Provinces
G. A. GADBOIS, Eastern Townships
N. J. BOURDEAU, Western Ontario
H. DUBOIS, Montreal
W. N. B. JACKSON, Montreal
PETER GAUTHIER, Ottawa
J. BILLOUEZ, Laurentian District
J. R. HILL, Northern Ontario
F. MARANDA, Quebec City and District
M. L. SAVAGE, Northwest
W. J. JENESSE, Northwest
H. F. FOOT, Northwest
H. A. SAVAGE, Eastern Ontario
F. W. HILLS, Quebec South

Our new catalogue showing latest *Boy Scout, Girl Guide, Scoutmaster Shoes* will be out soon. Get it.

Jackson & Savage

78 St. Peter Street

MONTREAL

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

*“LOGAN’S
The
Leather
of
Quality”*

The Logan Tanneries

LIMITED

Tanneries of

Sweat and Slaughter Sole Leather

Pictou, Nova Scotia

expect to have leather ready for sale by the 1st October after which date they hope to be able to attend to the wants of all their customers.

The **Logan** tannage is mellow and yet firm, eminently suitable for factory **sewed** work. **Dealers** looking for something **not** hard or brittle, for their cobbling trade, should get along 100 sides of our leather as a sample.

Shoemakers who want leather easy to work and yet hard to wear, ask for **Logan’s**. If your dealer does not keep it, write direct.

Logan Tanneries, Limited

Pictou, Nova Scotia

7 NEW LASTS

For Spring 1913

4 For Women

3 For Men

SNAPPY MODERN
GOOD SELLERS

WILL BE SHOWN BY

THE A. P.

CIMON SHOE MFG. CO.
MONTREAL LIMITED



Our Travelers

J. E. HUDON
Montreal and Quebec

GEO. MAROIS
Province of Quebec

W. E. WOEFLER
Province of Ontario

GEO. J. SCOTT
FRANK DOWNS

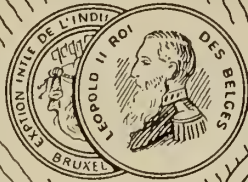
West to the Coast

W. F. TANNER
Maritime Provinces

Our large new factory is nearing completion—and we thought we would be in it now. But scarcity of bricks and labor caused our contractors a delay. We will be in it by October.

Our samples will be ready *in a few days* and we would ask you to exercise your usual courtesy and await our travelers before you order.

Our samples will well repay your attention to them.



Makers

SIR H. W. TRICKETT

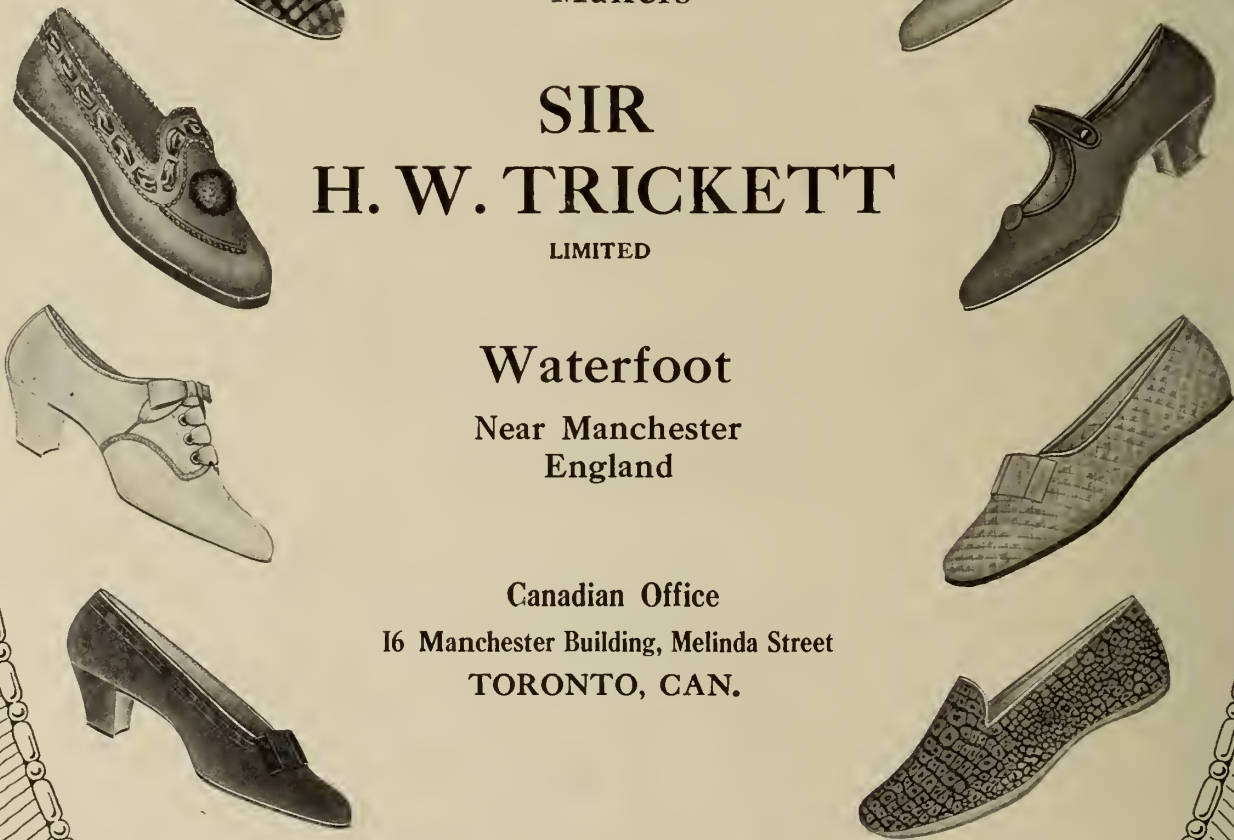
LIMITED

Waterfoot

Near Manchester
England

Canadian Office

16 Manchester Building, Melinda Street
TORONTO, CAN.



KLEBOE



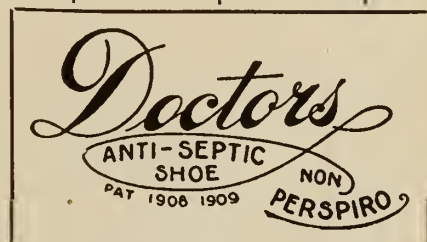


FOOT PROTECTION IN WET AND COLD WEATHER

Cold or Wet Weather never affects the foot that wears a "Doctors" Shoe. Its thermal asbestos middle sole is proof against all changes of temperature as it keeps the foot from coming in contact with the outer sole. This outer sole is thoroughly waterproofed by special process that makes it proof against dampness of any kind.

The uppers are also waterproofed and will stand any amount of wet weather.

You'll never have any complaints caused by wet feet if you always supply the "Doctors" Shoes.



The
Tebbutt Shoe & Leather Company
 Limited
 Three Rivers, Quebec

Our Spring Samples
have many **NEW FEAT-
TURES**. They are dan-
dies and trade winners
BEAUTY-STYLE
SNAP - WEAR

These qualities and
features are in
"MONARCH" and
"BRANDON" Shoes



"Where Quality
Counts we Win"
not an empty state-
ment but one that
is backed up by good
honest material in
the making of our
shoes.



THE **BRANDON**
BRANTFORD

MPLES

913



We are showing the very newest LASTS and PATTERNS from the United States. Our travelers will take great pleasure in showing same to you. Wait and see them before placing your order.



We wish to announce to the trade that apart from our regular line we have added a nice range of men's "HIGH-GRADE BENCH MADE" Welts.

All materials used in these shoes will be of the highest quality obtainable and the line will be strictly high-class throughout. This line will solve your buying troubles and give you the right percentage of profit.

HOE CO. LIMITED

- - ONTARIO

**MEN'S HIGH GRADE
MURRAY MADE
SHOES FOR SPRING**

The public relies on the reputation of the retailer---so also must the retailer rely on the reputation of the manufacturer.

There is some reputation to Murray Shoes which is fully sustained by our new lines for Spring---believe us.

The Murray Shoe Co'y
LIMITED
LONDON, ONTARIO

Derby



Quality Shoes for Men



Six New Welt Lasts For Spring, 1913

¶ Six brand new American lasts comprising the latest and best ideas in vogue in up-to-date shoe manufacturing centres. Here are two of them.

¶ We are proud of them; so are our travelers, and so will you be when they are on your shelves.

¶ They won't stay there long, however. Because they are quick sellers, every one.

¶ Ask our travelers about them. They are on their way to you.

Jas. Linton & Company

Factory and Head Office
MONTREAL

Branch
WINNIPEG



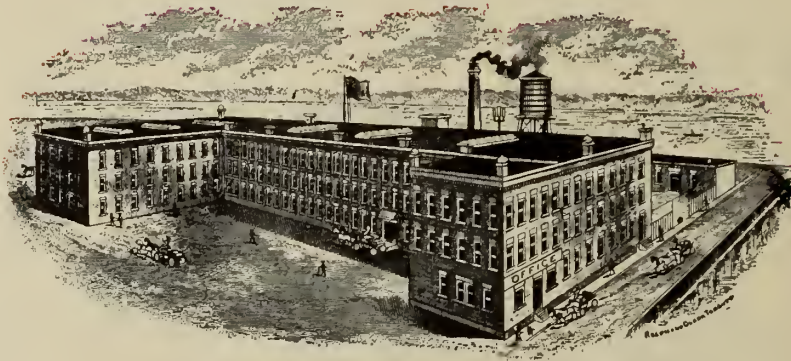


SUPREMECY

IN

RELIABLE—SENSIBLE

FOOTWEAR



In stating that YAMASKA BRAND surely reigns supreme when it comes to honest, reliable and sensible footwear, we are not only voicing our own opinion, but also that of many successful shoe merchants who, for years, have been handling YAMASKA BRAND.

And the reason for this is simple, yet good. We concentrate all our efforts, which are backed by long experience, on producing the best there is in heavy staples. Behind us is a factory especially equipped for this particular purpose and every department is under the supervision of a man who knows his business.

When inspecting our range of samples, which by the way show up better than ever, you will see the excellent result of the policy we follow.

Our salesmen will soon be among you to make it a point to see the line thoroughly when the opportunity presents itself.

— **La Compagnie** **J. A. & M. Cote** **St. Hyacinthe**
— **Quebec**

The "IMPERIAL" Shoe
For Men and Women

The "LITTLE CANADIAN"
Fine Shoes
For Misses and Children

OUR SPRING LINES

Our Spring lines for the season of 1913 are sure to meet with more than usual favor.

By persistently "making good," our lines have acquired a reputation for style, fit and durability, at prices which represent the "Best Values."

But for Spring, Nineteen Thirteen, we are simply going to out-shine this reputation, because we have gathered together a much finer collection of shoe styles than we have ever shown before. Something to suit the taste of every man, woman or child in the country can be found in the range.

And there is about every style some appealing feature that is bound to make it a profitable seller, and a degree of value which means the assurance of permanent custom on the part of the purchaser.

Our travelers are now out with samples. You really owe it to yourself and your patrons to give the entire range your careful attention.

After having done so you will be glad of it.

McLaren & Dallas

Wholesale Distributors

BOOTS - SHOES - RUBBERS

30 Front Street West - - Toronto, Canada

RUBBERS

"KANT KRACK" "DAINTY MODE"
"BULL DOG" and "ROYAL" Brands

"MAPLE LEAF" BRAND

Solid Leather
Heavy Working Shoes
Every Pair Guaranteed

ANOTHER CANADA AND

¶ Your demand for "JUST WRIGHT" shoes has forced us to establish a Canadian factory.

¶ At St. Thomas, Ontario, will be reproduced exactly the same line that has set the standard for American footwear in Canada over a period of more than thirty years.

¶ Mr. Ernest E. Donovan, long connected with us, and for the past seven years with the Cook, Fitzgerald Co., of London, will be our resident manager.

E. T. WRIGHT

ST. THOMAS, ONT.

VICTORY CANADIANS

¶ We are prepared to accept orders for delivery November fifteenth.

¶ Dealers—our salesmen are on their territory!

¶ You cannot afford to place your Spring business until you have seen the “JUST WRIGHT” line—the best shoe to retail at from \$5.00 to \$7.00 per pair.

¶ The “JUST WRIGHT” shoes will be made in Canada on the same lasts as the American made shoes. The same quality of material and workmanship will be used, assuring you perfect satisfaction.

& CO. Inc.

ROCKLAND, MASS.

SPRING OF 1913

The Basis of Good Selling

Is Buying Shoes
that are made
right.

Exclusive Models
and Designs.
The Latest
New York and
Boston Creations.



Style and
Quality are
Inseparable in
Cleo Footwear
for Women.

We
Guarantee
Every Shoe to give
Complete Satisfaction

The Cleo Shoe Company
London - Canada

Do Not Fail to See and Inspect Our 1913 Spring Samples

ESTABLISHED 1870



A. CORBEIL

Over Forty Years' Experience IN MEN'S AND BOYS' POPULAR PRICE SHOES

Concentration in one particular line means more shoes sold right. Men's shoes retailing at \$3.00, \$3.50 and \$4.00, and giving entire satisfaction to the wearer are the basis of our success.

The vital feature of your every transaction is the profit—it's what you get out of it. To maintain a fine store, to have the bulk of the trade, to sell the best known shoes, to have the best clerks, to be the best advertisers, to have the most attractive show windows, these things are nothing in themselves unless they result in a net profit to you.

With tested Corbeil styles, there will be no "Stickers" in your stock; with your surplus stock in Montreal instead of in your cellar, and with a larger range of styles, you'll not only turn over your stock a greater number of times, but also increase business as a whole. To get more shoes sold RIGHT, sell Corbeil Shoes. It's the shortest road to real profit.



A. CORBEIL - Manufacturer

Maker of "Hand Over" and "Leader" Brands

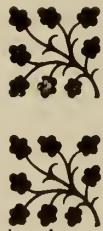
Warehouses and Offices, 71 St. Paul St., Montreal Factory 63 to 71½ St. Paul St.



CLASSIC



SHOES



“CLASSIC

SPRING SEASON,



Just a Glimpse
have to
SPRING

The additions which have been made to Classic lines for Spring Nineteen Thirteen are such as to show still greater progress in the making of Footwear for Women, Misses and Children.

In the past we have always been able to show the trade something newer, neater and better and this season will be no exception.

When you have seen the comprehensive range which our salesmen are showing, we believe you will say that never before have you looked upon a smarter assortment of footwear.

GETTY & S

GALT

STYLES

TEEN - THIRTEEN



CLASSIC

at our salesmen
you for
ASON



SHOES

Now as to quality—to you Mr. Merchant, who has handled Classic lines, we will say that the standard of quality upon which "Classics" have built their reputation will be maintained, bettered if possible. And to you—the merchants who have not handled "Classics" (should there happen to be any) we will say that nowhere is it possible for you to obtain better Style, Fit, Finish and Wearing Quality that you can get in "Classic" Shoes.

Be sure to give the line a thorough inspection before placing.

TT, LIMITED

ONTARIO



ASTORIA



LIBERTY



— SPRING

your car

OUR SAMPLI

They represent months of st

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We are content to abide

favorable

We hope

Nothing Newer

If there

The COOK-FITZ

LONDON

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OR SPRING

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past.
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Nothing Better
would have it.

ERALD Company

ONTARIO



ASTORIA



LIBERTY





This is One of the Newest Styles Made in the Columbus Factory



Extensive improvements made in our factory enable us to assure you that we will turn out the finest, snappiest rubbers ever offered to the Canadian trade.



Our styles are the latest. See our samples. They are classy.

Columbus Rubber Co. of Montreal

LIMITED

Montreal



Quebec

See This Shoe!

Did you ever see a finer flexible Shoe?

The "Flex - Welt" process by which we make this line makes the shoe flexible *across the ball of the toe* - not at the shank.



Our Travelers Carry Samples. See Them.



As usual the spring range our travelers are showing surpasses our best previous efforts and sets new standards of excellence for even those high class brands:

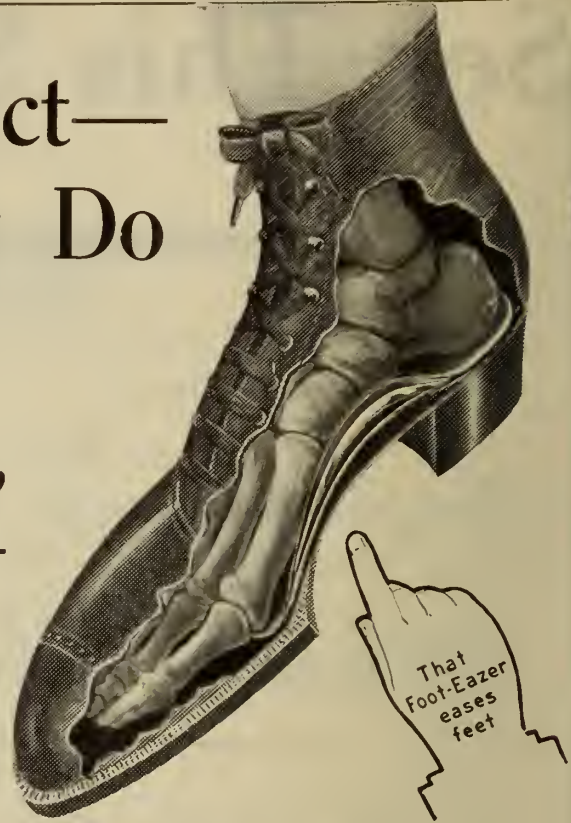
**"Kingsbury" and
"America's Beauty"**



Kingsbury Footwear Co., Limited
Specialists in Ladies' Footwear - MONTREAL

Scientifically Perfect— That's Why They Do The Business

The Scholl "Foot-Eazer"



Nature's own foot rest—relieves tired aching feet—cures weak ankles—stops sole callouses and makes walking a pleasure. The "FOOT-EAZER" supports the arch of the foot, relieving all strain and pressure on muscles and ligaments. Your clerks can easily adjust it to any foot.

It gives such immediate comfort that the sale is closed on the spot and the extra profit dollar goes speeding in your cash drawer. Durably made of German Silver covered with leather—can be worn in any shoe unnoticed. Price to dealers \$12 per dozen, retail price \$2 per pair.

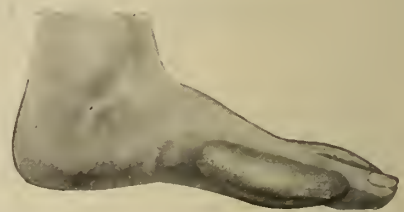


DR. SCHOLL'S BUNION RIGHT

Not a pad to give temporary relief nor a plaster to dope the sore toe-joint—but a scientific sanitary device that actually removes the cause of the trouble and affects a permanent cure without the use of the knife. No discomfort—no irritation—instant relief and bunion gone in a few days. Just think how many extra sales you can gather in on a device that makes good on these strong claims. Price to dealer, \$4.00 per dozen. Retail price, 50c. each.

CAUTION

Don't be persuaded to take imitations. Scholl's goods are unique—original—successful—highly advertised nationally and backed up with real help to increase your sales and profits. Price protected. You make full profit on each sale.



DR. SCHOLL'S BUNION REDUCER

A pure medicated antiseptic gum shield that fits the bunion snugly, stops its growth and prevents awkward bulging. With the reducer in place the thinnest silk hose or closest fitting footwear can be worn without the bunion being noticed. Far and away ahead of felt, ehamois, or leather pads or protectors. It's too good an article to stay out of any up-to-date shoe dealer's stock. Three sizes. Price to dealers \$3.75 per dozen, or \$7.50 per dozen pairs. Retail price, 50 cents each.

Made on commonsense principles by a specialist in foot troubles—endorsed by physicians—each article the best thing on the market for its purpose. The store that sells them is sure to make quick turn-overs, draw new trade, and keep a firmer grip on the old. There is a Scholl appliance or remedy for every foot ill and deformity.

Clip this coupon and send in TO-DAY for our NEW BOOK "GINGER FOR THE SHOE DEALER" and other literature that will put you "next" to the biggest thing you ever heard of in your life.

THE SCHOLL CATALOGUE—It tells all about the most practical line of Orthopedic Specialties on the market—shows how they are made—and why they relieve and cure. If you haven't a copy, send for it to-day and hook it up with the biggest and most successful advertising campaign ever put out.

THE SCHOLL MFG. Co., Limited

214 King St. E. Toronto, Ont., Can.

Please send me "Ginger for the Shoe Dealer" and plans for selling Scholl's Specialties.

Name.....

Address.....

The Scholl Mfg. Co., Limited

Largest Manufacturers of Foot Specialties in the World

214 King Street East, Toronto

AMES HOLDEN

M^cCREADY

SPRING 1913

Our salesmen are now showing samples for Spring 1913.

You will find our line the most attractive ever shown in Canada, comprising as it does, shoes turned out by factories that specialize.

Latest lasts and patterns from the shops of the finest designers in the United States are represented in the showing, and all popular leathers and fabrics are used.

Do not order before seeing these samples.

SHOES

SHOES

Ames Holden McCready Limited

Montreal
Edmonton

Toronto
Calgary

St. John

Winnipeg
Vancouver



“Fashion” Last
Ladies' Patent Button Shoe



“City” Last
Men's Tan Russia Calf Blucher, Bal.

1913 RIDEAU SHOES

Snappy Styles—Perfect Fitters—
Comfortable Wearers—these are
the Shoes every live retailer is
looking for.

Our 1913 range includes some
of the finest lasts yet turned out
—and we are very proud of our
samples.

Have a look at what our trav-
elers will be showing! They
are now among you.

The Rideau Shoe Co.

LIMITED

MONTREAL

RELINDO SHOE



AN Exclusive High Grade Ladies' Shoe of Fashion. A shoe of real merit, embodying all the fine detail which distinguishes a fine shoe from a cheaper one, and characterizes the wearer as a woman of good taste.

¶ We **SPECIALIZE** on women's fine shoes, and therefore produce more uniform results.

¶ Our salesmen are now on the road with a full line of new designs in Pumps, Buckle Shoes, and Oxfords for Spring wear. It will pay you to **WAIT** and see them.

RELINDO SHOE COMPANY
TORONTO

THE KING SHOE

The Old
Reliable

¶ Will be on the market this season, big as life—

NEW LASTS NEW DESIGNS

NEW STYLES

¶ A man's Good Year Welt Shoe of Merit at a **POPULAR PRICE**. It will pay you to **WAIT** and **SEE** this line as the values will interest you.

¶ The King Line in Women's McKay and Welt is new and strictly "up-to-date," embodying new lasts, and made in every conceivable design that is fashionable in ladies' footwear at popular prices. Salesmen now on the road. Wait and see them, "they are worth while."

J. D. KING
COMPANY
TORONTO

THAT P-V HORSE!

If you cut Horsehide Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Splits and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.
MILWAUKEE - WIS.

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

McDERMOTT SHOES

The line of longer profits, embodying more lasts and patterns than any other line in our grades. The line you should have in your store if you want "live ones."

Welts, Turns and McKays to retail at \$3, \$3.50 and \$4.

THE McDERMOTT SHOE CO.

Women's Shoe Specialists,
MONTREAL

PACKARD'S SPECIAL SHOE DRESSINGS

For the FALL TRADE should be ordered NOW.

Our travelers are now out with samples of NEW LINES for cleaning and polishing the latest in all styles of leathers.



LOOK
OVER
YOUR
STOCK
NOW

Before You Get
Too Busy

If you are wanting any lines in a hurry, drop us a line.

WE LIKE TO FILL RUSH ORDERS

L. H. Packard & Co.

LIMITED

Packard Building, Montreal

LARGEST SHOE FINDINGS
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Shoe Store Supplies of Every Description

SEND FOR CATALOGUE

Can they pass the final test of wear?

That's the question
you should ask
when stocking shoes
of any kind—

After all it's the good wearing shoe that holds the custom to your store. It's the shoe that can stand the strain of everyday usage and preserve its appearance and comfort that gets the repeat business.

THE BEST

Everyday
SHOE

is a shoe that wears better because it's made better, because it's made of better leather, because it fits better. Appearance and comfort stay right with the Everyday Shoe till the end—and that's long enough to suit anyone.

You try "Everydays." They'll bring you some mighty good business.

Sold in Winnipeg by Geo. G. Lennox

In Ontario by all leading Jobbers

T. SISMAN SHOE CO.

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AURORA - - ONTARIO

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It is a comparatively new line with us, but our production already places us in the veteran class

Have you tried Davis' Combination?

If not, do so now. It will compare favorably with and cut to better advantage than any on the market

We can supply

*Colored or Black
Grained or Smooth*

*And in weights suitable for all
lines*

Drop us a line that we may send you samples or have our representative call

A. Davis & Son Limited

Kingston, Canada

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
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225 Purchase Street, BOSTON, U.S.A.

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THE CENTRE OF

ATTRACTION

THE



TRADE MARK
REG. NO. 227370

POLISHES

Black

Tan

Waterproof Shoe Polish

HOW IS YOUR STOCK?

The "Nugget" Polish Co., Limited
 67 ADELAIDE STREET E. - TORONTO, ONT.

ENGLISH RUBBER HEELS

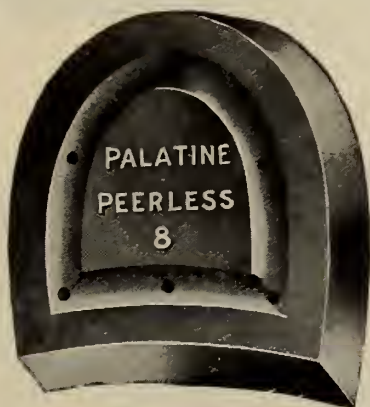
Made in a British Factory by British workmen in the British way, which assures quality and workmanship.

Imported direct for the Canadian trade

Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



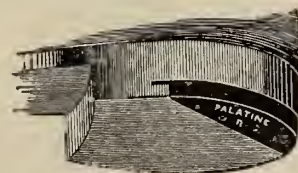
Write for prices and samples



Grey Rubber stationary heel, which will give every satisfaction. Full line of ladies' and gents' sizes carried.

Sold all over the world and worn with comfort and satisfaction everywhere

Quarter tip for heels. Prevents the jar and do not wear off as quickly as leather heels. Easily attached. Illustration tells the story.



Write for prices and samples

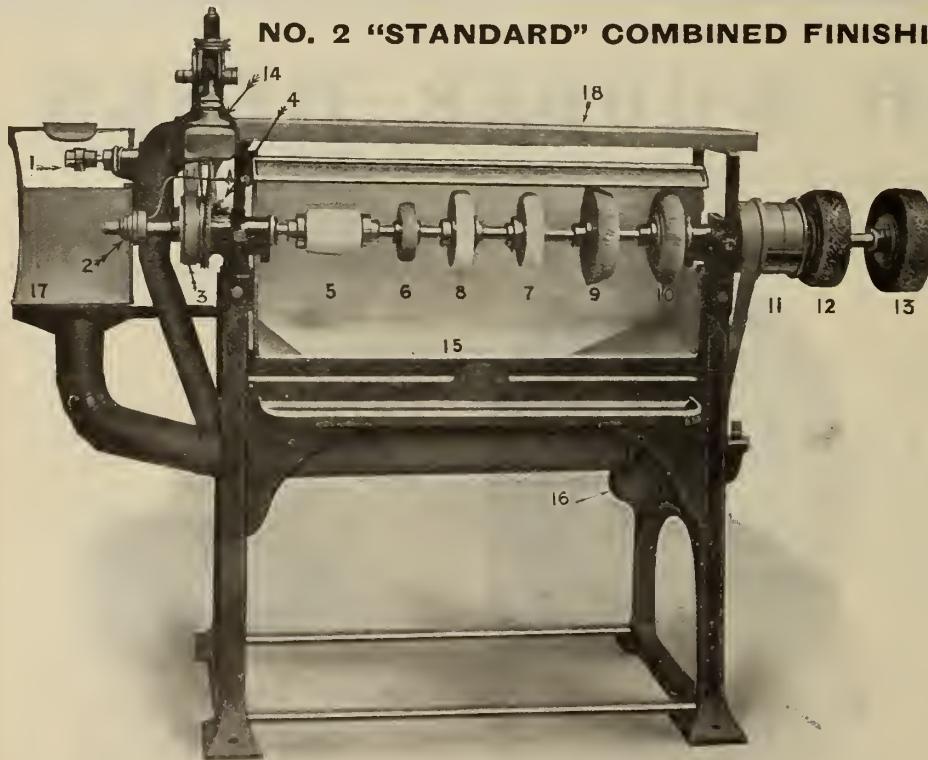
THE PALATINE RUBBER HEEL CO.
Preston, Eng. Canadian Office and Warerooms
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THE BEST PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

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- DRY GOODS RECORD**, 25th each Month
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Issued 1st and 15th each month.
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Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E.C.

Stocks held by C. Parsons & Son, Limited, Toronto



The Williams factory turns out nothing but work shoes. That's one reason why

**WILLIAMS
FLAME-PROOF
MOLDER'S
SHOE**

is the best molder's shoe on the market. It's a specialized shoe.

There are eighty others in the Williams line and they're all good sellers.

You can always count on getting your order filled promptly, for there are 100,000 pairs in stock.

Write to-day and get our price list.

**THE ROBERTS & VAN-LANE
SHOE COMPANY, LIMITED
BRANTFORD, ONTARIO**

CANADIAN SELLING AGENTS

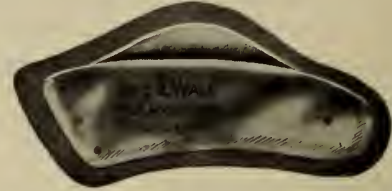
**ARTHUR A. WILLIAMS SHOE COMPANY
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The Acme of Perfection in Arch Supports

THE E-Z WALK

(Trade Mark)

**Self-Adjusting Spring Arch
Support**



Made with Spring of Finest Quality Steel—German Silver Bottom Plate.

The most satisfactory Arch Prop ever made.

Light, Durable, and Comfortable. Specially built for Cure of Flat Feet, Fallen Arches and Rheumatism of the Feet

Sold by all Jobbers in Canada

Try a Sample Order

Made by

**THE E-Z WALK MFG. CO.
153 W. 14th Street - New York, N.Y.**



ASK FOR
So Cosy
TRADE MARK
SHOES

A BABY could go barefoot in a *So-Cosy* shoe and never miss the stocking.

Your jobber has them

THE HURLBUT CO. LIMITED
PRESTON CANADA

After the Counter's Gone



You couldn't wish for better counters than Guay Solid Leather—and it's doubtful if you could get them—certainly not at 3½ and 4c. per pair. That's the price you pay for "Guay."

Try them and you'll say they're worth more

**EUGENE GUAY,
230 St. Marguerite Street
MONTREAL**

Women's McKays Have The Call

As a result of the pronounced growth of the shoe industry in Missouri, that state now ranks after Massachusetts.

In the following table the output of the industry is classified according to method of manufacture:

PRODUCT	NUMBER OF PAIRS, BY METHOD OF MANUFACTURE			
	Total	Machine or Hand Welt	McKay	All Other Classes*
Boots and shoes.....	24,657,160	7,423,545	14,204,733	3,028,882
Men's.....	9,303,028	5,584,054	2,299,792	1,419,182
Boys' and youths'.....	2,087,258	382,802	1,533,768	17,688
Women's.....	8,642,965	1,374,610	6,056,358	1,211,997
Misses' and children's	4,623,909	82,079	4,314,815	227,015
Slippers.....	616,229	616,229
All other.....	657,718	657,718

* Includes turned, wooden pegged, wire screw, etc.

The total number of McKay boots and shoes manufactured was nearly double the number of welt shoes. Men's boots and shoes made up more than three-fourths of the total output of welt shoes, and constitute the only class in which the number of welt shoes was greater than that of the McKay, which form the great majority in the other classes.

More than ever this year because of the rise in prices—*McKay is the Shoe*. The wearer gets quality, style and finish at a reasonable price. ¶ We are showing the finest line of samples this year we have ever put before the trade. And this says a lot. ¶ Ask our travelers about our classy range of women's, misses and children's shoes. ¶ They are on their way to you. Wait for them ere ordering.

P. S. — We have made good in our children's, and now in our women's we have excelled.

KIRVAN-DOIG, LIMITED

MANUFACTURERS OF THE
GOODSENSE SHOE

Montreal

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Quebec



A Customer Leaving Your Store Must Have Done One of Five Things

1. Bought Goods for Cash

A National Cash Register insures the merchant that all cash will be accounted for and handled correctly.

2. Bought Goods on Credit

A National Cash Register benefits the merchant by preventing loss through failure to charge goods sold on credit or through lost charge slips.

3. Paid Money on Account

A National Cash Register enforces a correct record and this insures the merchant that he gets all money received on account.

4. Collected Money

A National Cash Register benefits the merchant by preventing anyone paying out money without leaving a record of the amount. This enables him to balance the cash quickly and prevents bills being paid twice.

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A National Cash Register protects the merchant against loss in making change and furnishes the means of advertising to those who ask to be accommodated.

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SHOE & LEATHER JOURNAL

— Published Twice a Month. —

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Vol. XXVI. No. 17

TORONTO, SEPTEMBER 1st, 1912

\$1.00 per Year —In—
Advance

Ontario Retail Shoe Dealers Get Off to Good Start

Organization Effectuated and Officers Elected—Some Trade Abuses That Require Correction—Shoddy Shoes are Deplored—Fixed Selling Price on Rubber Shoes and Findings Desired

OFFICERS OF THE ASSOCIATION

Chairman	- - - -	T. H. Bigwood, Toronto
1st Vice-Chairman	- -	Fred Kibler, Berlin
2nd Vice-Chairman	-	A. R. Trudeau, Toronto
Treasurer	- - - -	A. Wellwood, Toronto
Secretary	- - - -	E. M. Trowern, Toronto
Auditor	- - - -	W. C. Elliott, Toronto

Away at a fast pace with every prospect of becoming a strong and influential organization. Such was the feature of the first annual convention of the Boot and Shoe Section of the Retail Merchants' Association of Canada, which was held in Toronto on Wednesday, August 28th.

There was a representative attendance and the proceedings were characterized by enthusiasm and harmony. It was felt that the trade should get together, should understand one another and confer on certain matters of mutual interest and welfare. It is believed that a better relationship on some questions can be established with the manufacturers and wholesalers with whom the retailers have no quarrel. The whole purpose and scope of the gathering may be succinctly summed up in the words of one of the speakers: "To improve the condition of the trade and to arrive at an amicable adjustment of certain issues."

The Outlook Is Encouraging

Progressive shoe men were present, and much was done to clear the atmosphere and pave the way for united effort and action in the future. Recently the Toronto shoe merchants re-organized and selected a live set of officers, and it was felt that the members of the trade throughout the province should get together and take similar action. Nearly all other trades in Ontario are well organized and the one that has been lagging behind has been the shoe trade. In Quebec the dealers are well organized and an effort will

be made to have the movement extended to all the provinces.

Several resolutions were passed and at the evening session a profitable conference was held with the wholesalers and manufacturers. The discussion was carried on in a fair and impartial spirit. It was recommended among other things that wholesalers should be asked to discontinue selling to those not engaged in the retail shoe business and that the retail trade on the other hand should cease sending customers with an order to the wholesaler or manufacturer when the dealer happens to be out of a certain size or width.

Cartons of Uniform Size

The belief was also expressed that all cartons should be of uniform size and made stronger, and that all footwear sundries and findings, such as footeazers, polishes, dressings, etc., should be disposed of by the retail trade at a uniform price and that manufacturers should see that this is strictly adhered to. It was further agreed that strong opposition should be offered by the Association in the matter of the government giving any special advantages to mail order and catalogue houses, which would be detrimental to the retail merchants in local cities and towns.

Fixed Selling Price for Rubbers

Another question which was thoroughly discussed was the advisability of rubber footwear manufacturers having printed in their catalogues a fixed retail selling price for each line of rubbers; this quotation to be based on fifty per cent. of the cost price and giving the dealer a profit of thirty-three and a third per cent. on the selling figure. It was the concensus of the members that such action would ensure stability in prices among all retailers in disposing of rubber footwear and prevent certain departmental stores from slaughtering the goods at a less figure than small retailers have in the past been enabled to purchase the lines wholesale. The whole trade would thus be placed on a uniform basis. This matter was finally referred to the officers of the association, who will confer with the rubber manufacturers and report at a later date.

Fuller reference to other resolutions which were adopted will be found in another column. It was decided to elect

practically all the officers from Toronto or towns close to Toronto in order that frequent meetings of the executive might be held at the least expense, as the organization, being young, desires to keep down any heavy outlay.

The time and place of the next annual meeting will be fixed by the executive. It is probable that district gatherings will be held at various points throughout Ontario during the next few months. Berlin, London, Kingston and Ottawa were suggested as suitable centres and this topic will be taken up at a later date.

Warmly Welcomed the Visitors

The result of the deliberations was in every way encouraging and the spirit of optimism prevailed throughout. Many shoemen have become identified with the Retail Merchants' Association, and the outlook is most promising. T. H. Bigwood, first vice-chairman of the Boot and Shoe Merchants of Toronto, was elected chairman *pro tem*, and in a happy address extended a welcome to the visitors of the province.

"I am very pleased to greet you," he said, "and I have every confidence that the movement started here to-day will be attended with success. As shoe merchants of the province, we need to get together, become better acquainted and shake hands with one another. We require co-operation and an understanding of one another's needs; instead of

association many affairs were found wrong and while the members had been asleep some things had been placed on the statute book inimical to the interests of merchants in general and without them being consulted in any way. When the various sections formed the general Association and then went as a body before parliament they had been enabled to defeat many projects that were not for the welfare of the merchant.

Mr. Trowern instanced a number of things that had been accomplished in which departmental stores had been made to sell certain goods, particularly cereals at a fixed standard price. With the retail merchants these manufacturers had heartily co-operated.

Local Men on the Move

The Toronto section of the retail shoe interests had been reorganized and had live, alert officers and the members would do all possible to help along the movement in the province. Certain standards should be upheld. A charter had been obtained from the federal parliament. All retail merchants were united in one association while all retail trade subjects were dealt with through the various sections.

The constitution and by-laws were referred to at some length by Mr. Trowern and fully explained. Formerly wholesalers maintained that they could not enter into con-



T. H. BIGWOOD
Chairman



FRED KIBLER
1st Vice-Chairman



A. R. TRUDEAU
2nd Vice-Chairman



A. WELLWOOD
Treasurer



E. M. TROWERN
Secretary

trying to cut the throat of the other fellow we want to become more friendly and adopt measures of mutual interest for the welfare and uplift of the trade. We desire to assist one another and do something that will benefit us in the future. We should be able to do something, and I am confident if you all put your shoulder to the wheel we can accomplish a great deal of good and bring to us as a class greater prosperity and happiness in the years to come. I know of one organization, which is to-day perhaps the most flourishing trade association in the province, which started out a few years ago with less than half a dozen members, and there is no reason why we cannot make the same headway as retailers in the boot and shoe business."

Horoscope of the Work

Mr. E. M. Trowern, secretary of the Retail Merchants' Association of Canada then read the notices which had been sent to all the shoemen of the province and expressed his pleasure at seeing the members present. Like other lines of business the shoe retailers had trade troubles which organization could do much to remedy. They had meetings of various classes of trade in the past, but this was the first effort to call the shoe dealers of the province together as a unit. By union and co-operation, experience had taught that much good could be effected. Sixteen years ago the various classes of trade united in the Retail Merchants' Association of Canada, and as a body they had accomplished much and eliminated many abuses that had cropped up in retail circles. As a corporate body they had been able to do things. Before the various sections had united into the general

tracts with the retail trade whereby certain goods would be sold at fixed retail prices, ensuring a fair reasonable profit as they alleged that they could be prosecuted under the criminal law for restraint of trade. They had derided the suggestion that certain retailers and departmental stores who would not observe an agreement, should be cut off the list. The good work had been kept up by the Association. Were the retail merchants as a class going to be placed in that position? No. They had kept up the agitation and last year the law was changed and the merchants enabled, as lawyers and other classes did, to fix certain prices or rather have the manufacturers adjust the selling figure that the retailer should sell to the public, and thus prevent price cutting and slaughtering.

No Crime to Make a Profit

The object of the Association was to make it easy to do right and hard to do wrong. It was no crime for a merchant to secure a fair legitimate profit on the goods which he handled. "If you do not get a profit," added Mr. Trowern, "over expenses, you are going to lose your own capital or the capital of the men who have given you credit. If getting a profit is no crime, as every sane man must admit, then the question arises how are we as retail merchants going to get it? An article that is widely advertised to sell to the public at a dollar should be sold at a dollar, and the practice of catalogue houses disposing of it at seventy-five cents should be stopped. The concern or individual that will not live up to the fixed price should be cut out by the

(Continued on page 72)

Western House Which Keeps Things on the Move

How the Different Departments are Managed—Employ Efficient Salesmen and Turn Stock Over Several Times—Hosiery is Profitable Line—Canadian Shoes Right to the Front

"We specialize in Canadian shoes of the best grades and we believe that the time has come when we can cut down the importation of American footwear to a minimum. We employ only the best salesmen procurable and believe it pays to have better clerks and fewer of them. We also employ salesladies as there are some customers to whom they specially appeal. We try to confine our buying to as few houses as possible and do not believe in carrying a large stock. We turned our stock over last year—our first one in business—no less than several times. By careful buying and close attention to the needs of our trade we try to keep goods on the road all the time, hence making the railways and factories carry a portion of our stock," said Ed. M. Foster, the Calgary shoe man.

Managing Various Departments

Mr. Foster, who conducts a decidedly attractive boot shop at 240 Eighth Avenue west, began business in that progressive city about a year and a half ago and has succeeded in building up a trade far beyond his fondest expectations. It is his intention to open a branch in Edmonton about October 1. He will go to the Capital of Alberta himself, for the first six months, leaving his Calgary business in charge of a capable manager from the Coast. The accompanying views afford the reader a good idea of the splendid lay-out and convenient interior arrangements of the Foster shoe

house. It will be noticed that two floors are occupied. On the main floor the firm carry nothing but the finer grade of shoes for men and women. The entrance to the basement is quite convenient, a stairway leading down to it from the centre of the store and only a few feet from the front entrance. In the basement department there are kept children's, misses' and boys' shoes, as well as staple working boots and rubbers. This idea works out to advantage as it separates the rougher trade from the fine. With the two departments, Mr. Foster has a floor space of 2,200 square feet.

"We are thorough believers in advertising," declared Mr. Foster. "Before entering this business I was a graduate advertising man and window trimmer. We believe that money spent judiciously in newspaper publicity is well expended and proves a sound investment. We are also strong believers in the effectiveness and pulling power of neat and artistic window trims. We always endeavor to have our windows dressed in an up-to-date, attractive fashion, changing them frequently."

Shoe Shine Stand for Ladies

The repair end of the business is looked after by a first-class shoe-maker in the basement. The repair branch was recently inaugurated and prior to that time the firm sent all such work out. One feature of the house is a shoe-shine stand for ladies, which is located on the main floor and is



VIEW OF THE MAIN FLOOR OF THE FOSTER SHOE CO., CALGARY, ALTA.

proving a big success. All parcels are tied up and all change made in a balcony at the rear of the premises by a lady cashier. This balcony affords ample space for office room.

The proprietor runs his business on a strictly cash basis and believes it to be the only way to success. Since opening, he has added suit cases and traveling bags of a good grade, and finds that this line is an excellent profit getter. Having two floors affords the firm amplitude of space to handle big stocks of ladies' and gentlemen's hosiery. This branch is remunerative. "In fact," added Mr. Foster, "we would

not be without it. It works in admirably with the footwear business here."

It may be mentioned that Mr. Foster has advanced the retail price of shoes in order to make a fair, reasonable profit owing to the recent increase in wholesale prices. He believes that every merchant should do likewise and that no shoeman gets thanks for cutting down his profits. Novelty shoes are given a wide berth by Mr. Foster, who tries to stick to staple lines and have less dead stock. He frequently visits other towns and leading shoe centres in search of timely pointers and valuable suggestions.

Co-operation is One of the Great Needs To-day

What it Will Do For Retailer and Manufacturer Alike — No Hindrance to Individual Liberty —
Once Entered Upon, Agreements Should be Kept By All Parties

By co-operation we do not mean the word in the sense in which it is used when speaking of co-operative movements proper, as that involves the economic side of the question. We refer rather to the coming together of various classes of tradesmen in any one or more places for discussion and action on problems that interest retailers generally, with a view to taking joint action that will remedy such problems.

That there is such need for co-operation is only too evident to any one familiar with the general situation in any of the more important trades to-day. Leaving untouched the question of prices, there are many other problems that the retailer can attack with much more chance of success when he is assisted by all his brother retailers rather than when he tries to go it alone. Take the questions of early closing, relations with manufacturers, extension of credit, etc., by attacking these in co-operation with other merchants he is practically certain of success.

Co-operation for the Retailer

Every one knows the jealousies, sore feelings and general unrest that have been caused in many localities at different times on a question like early closing. Several merchants in the town would agree to close up at 6 o'clock five nights a week, 10 o'clock on Saturday night. While they were doing this, another merchant would refuse to be bound by any such agreement, and keep open every night as late as he pleased on the odd chance of scooping in a few dollars from people who would go to the other stores, possibly, if they were open. The result is usually a vengeful cutting and slashing of prices all round, and consequent loss to everyone. In such a case, if every merchant in the town could only see the advantage of getting together even in an informal way to discuss the situation and to take some joint action, a great deal of money would be saved and a lot of hard feelings prevented. Life is too short and the demands of present-day business methods too urgent, to allow anything to creep in that savors of personal spite.

In the early closing question for example, if every shoe merchant will agree to certain nights of closing, which can be decided upon by mutual arrangement, it gives a better chance to proprietors and their staffs alike to recuperate and be in better shape for the day's work, than when they go through the old treadmill of long hours and monotony without a break from Monday morning till Saturday night. If the short-sighted merchant who refuses to combine with his fellow merchants with such an object as this in view would only realize that he will lose out in the long run, he would get into co-operative touch with his fellows without delay.

How the City Retailer Benefits

Then take the case of the city retailer. There are very many trade grievances to-day that only co-operation can

successfully abolish. For instance, there is the question of the manufacturer or jobber selling retail. This has been frequently a bone of contention between the city retailer and the wholesaler. It is a grave injustice to the retailer, and the only way it has been handled successfully in the various cities is by representative retailers getting together in sufficient number and formulating certain demands, or requests, upon the manufacturer which have sufficient weight to show the wholesaler that it will pay him to accede to their desires or else lose a great deal of trade. The retailers separately could "kick" forever about this evil and never be any farther ahead. In many cities, however, this process has been to a considerable extent abolished by hard and frequent complaint backed up by the recitation of specific instances, on the part of the retailers' co-operative associations.

The Price-cutting Evil

Then there is the question of departmental store selling certain lines of goods of equal quality at a much lower rate than the retail stores can sell at, and make a profit. Retailers have considered it a grave injustice, for example, that the departmental store should be able to buy up a big bunch of rubbers that cost the regular retailer 65 to 69 cents, and which he cannot afford to sell for less than 90 cents to \$1.00, at a price that enables him to sell them for what the retailer paid for them. It is not the fact that the department store can buy cheaper that annoys the retailer, as this is only to be expected when it buys in such large quantities, but rather the fact that the manufacturer makes no attempt to protect them by stipulating a certain minimum selling price as one of the conditions on which he will take an order of this sort. In more than one case last winter the co-operation of city merchants was successful in greatly lessening this practice, which, looking at it from the retailer's standpoint, certainly doesn't give him very much show.

Co-operation No Hindrance

It will readily be seen that mutual co-operation of this character is not a hindrance to the working out of any man's business schemes, and it is a big advantage in that it protects him from attacks from the rear, so to speak, in carrying on his business operations with a legitimate profit in view. He can devote all his time to business details without having to keep one eye on his neighbors.

Benefit to Manufacturers, Also

What applies to the retailers applies to the same extent to the manufacturers and wholesalers. A recent evidence of this is found in the meetings of the tanners and of the manufacturers just held. At representative gatherings of these two great divisions of the shoe and leather trade, considerable price increases have been decided on, not until,

however, the situation had been thoroughly discussed from all standpoints by large and representative gatherings. This means that the consumer will have to pay more for his footwear, but in taking this step both manufacturer and tanner are but protecting their own interests, which the pressure of high prices and the natural operation of the law of supply and demand force them to do. The point to be noted, however, is that all parties stand a much better chance of assuring themselves legitimate profits by coming together in this way and discussing the matter, rather than under the old dog-eat-dog policy that so frequently has been in vogue.

Agreements Must Be Lived Up To

However, it may be pointed out here, that co-operative agreements whether verbal or written, are absolutely worthless unless they are lived up to. The poorest kind of a tradesman, nay more, of a man, is he who gives his word to carry out a certain line of action, and then welves under the first little bit of pressure. There is less objection to his refusing to co-operate at all—though this may be short-sighted on his part—than for him to agree to carry out a certain line of policy and then go back on his word. Such an action causes more heart-burnings and personal enmities than any other could, and it always reacts on the erring manufacturer because it invariably is found out.

The SHOE AND LEATHER JOURNAL recommends co-operation to the serious consideration of every branch of the shoe trade in every locality; but especially to the local retailer, as to no one in the trade can as beneficial results accrue, as in his case. There is not enough co-operation among Canadian shoe men to-day. There should be more! "Get together" is a paying slogan.

Throwing Down an Agreement

"Our experience may be of interest to you," say Smith & Kerr, dealers in clothing and shoes, of Ingersoll, Ont. "The clothing stores had been keeping open until 12 o'clock Saturday nights. The writer, three years ago, went around and got them all—four in number—to agree on closing at 10.30 p.m. All consenting, one of the number suggested calling on other lines of business as well. As a result, over twenty names were secured—every one agreeing to fall in line. The change was advertised. Inside of a few months after the movement started, all had backed out but the original four clothiers who held together for over a year. Then one of these men, who was running a special sale, right in the regular season, kept his doors open on Saturday night without having the decency to notify the others. Of course, that put the finish to it all. Our opinion of any man who would do what he did, is decidedly unfavorable. After that we closed when we were ready, regardless of the other fellow. Our firm deals in clothing and men's furnishings, as well as boots and shoes. We close at seven every evening except Saturdays. We have never found that remaining open at night resulted in a paying trade. Thursday afternoon during July and August is a weekly half holiday with us. A good deal can be done along educational lines to stimulate the public to do its buying during the day. You ask, in our opinion should a retailer stay open nights just because his competitors do, and we answer:—"It depends upon circumstances. If he finds a decrease in business when closing up, he would be wise to keep open with the rest, provided he cannot persuade them to close, too."



VIEW OF THE BASEMENT DEPARTMENT OF THE FOSTER SHOE STORE, CALGARY, ALTA.

What Holds the Most :: “Personal” Interest for You?

In which event are you most interested in a personal way? The “news” that the Emperor of Japan is dead, or the “news” that you can buy a shoe that will readily sell to your customers, make friends of them, and on which you can make a good profit?

See the point? The advertising pages carry a “news of merchandise,” that is just as interesting, just as vital, as the “news of events” which the editors gather for us.

Since this “news of merchandise” finds its only expression in the form of advertising, must we not admit that the advertising columns are quite as worthy of our serious attention as the scariest “Head” on the most ponderous Editorial?

Shut your eyes to advertising—and you shut out the news of commercial progress and development—the news of things that enables you to buy better, sell better and satisfy both yourself and your customers. Therefore

Read the Advertisements

Further Views on Early Closing of Shoe Stores

Retailers Generally Believe That Shopping in the Evening is a Habit Which Can be Corrected — No Real Financial Gain in Staying Open Nights—Early Closing Bylaw Well Observed in Most Towns

James Morey, Portage La Prairie, Man., who conducts a repair shop in that city, says that he does not close at six o'clock but keeps open according to what work he has in hand. He has no stated hour for quitting. He thinks that remaining open at night pays him. The retailers of that town close at six o'clock all the week except Saturday, and there is no weekly half holiday. He believes, however, that the general public can be educated to do its buying during the day. If competitors keep open he is of the opinion that it is no possible for one man alone in the trade to close his store, for he would lose custom. In other words, it has to be a case of all agreeing upon a certain hour or else there can be no forward movement in the matter of early closing. In conclusion Mr. Morey says: "I think there should be a stated time for all retailers to close and that it should be rigidly observed. I am also in favor of a half holiday each week, particularly during the summer months."

A Vigorous Western View

Staples & Anderson, Treherne, Man., declare that there is no reason in that Western Country why each and every merchant should not close at six o'clock the year round and also enjoy a half holiday. It remains entirely with the merchants in each town to educate their customers in this matter and everybody would be satisfied. "We think that any country merchant who keeps his store open at nights is no gainer financially at the end of the year, when the expenses of light, wear and tear, long hours and other things are considered. During seeding and harvest time, we keep open about two months of the year until about eight o'clock, and the remainder of the year we close at seven o'clock. There is no half holiday in our town, but there is a by-law which declares that all stores must cease doing business at seven o'clock, and this is rigidly enforced, excepting during the time made provision for, during seeding and harvest. We believe that the public can be educated to do its buying during the daytime."

A Custom That is Antiquated

"It is the custom with the merchants in this town that when a holiday approaches to keep open the preceding evening. Our experience of these evenings is a loss—often, not enough business to cover expenses. Possibly this may seem an exaggeration and there may be several ways of looking at this. We are supposed to be serving the public and it has some unmistakable rights to be considered," says W. N. Burris, of Kamloops, B. C. "We close at six o'clock except Saturday, the year round. During July and August, on each Wednesday afternoon at one o'clock there is a half holiday adhered to by all dealers. Whether a merchant is a gainer by staying open every night is a question. Personally I am under the impression that a retailer would be somewhat ahead financially. This is a railway centre and the places of amusement are crowded. The railway people seem to like to get out. The streets are usually crowded from seven to eight and from ten to half past ten. I would, however, prefer doing without the profits and take the pleasure of the evening. The people do not expect to find shops open. The public can be educated to do its shopping during the day, and I believe the people of this town would think that the retailer who kept open every evening very selfish. As to whether a shoeman should keep open because his competitors do, this question is somewhat difficult. It depends a good deal upon the competitor. I think that the principle of early closing and the half holiday in the hot months applied in the general way is a good one,

and should be put into effect by the merchants wherever conditions warrant it. It seems to be no hardship to the people once they are educated to it and it is a great boon to the merchant.

Enforce Early Closing By-Law

"In obedience to a city by-law which the merchants were very anxious to see passed, and which they have always opposed any attempt to break, we close at six o'clock," says A. H. Randall of Moose Jaw. We are of the opinion that the general public can be educated to do its buying during the day time. As to whether a retailer has a fuller purse at the end of the year by staying open nights, than if he closed, we would say, that this all depends on the custom of the town in which he is located. He would certainly lose money if he were the only one closing and were catering to a transient or medium class trade. We do not think a retailer should stay open nights just because his competitors do. The only sane, practical method to ensure early closing is to pass a by-law to have all retail stores shut up at 6 o'clock and enforce the by-law. I ran a shoe repair shop and closed voluntarily, although the by-law does not apply to work shops. It is quite possible to close at 6 o'clock as we have been doing it for years. It is the same with the daylight savings bill. People say it cannot be done, but we are doing it. Our power house was destroyed by fire leaving us without electric light. We passed a by-law putting our clocks back one hour, so as to gain an hour's daylight in the evening. This is in force now as I write and is working very well. Unity and a better spirit among retailers is what is required, and I wish you every success in your earnest endeavors to bring about better conditions."

No Pleasure Places to Go To

"Does a weekly half holiday prevail among the dealers in our town? No. Why should it?" asks W. G. Hankinson, of Sudbury. "The air of this place is good. It is not necessary to get away from the heart of the town to enjoy lots of pure ozone. There are no pleasure places to go to. My experience as clerk and merchant for 25 years, is that the half holiday is more exhausting than a good day's work." Mr. Hankinson, in answer to the question regarding any half holiday, or if he has any arrangement for allowing the members of his staff off an afternoon each week, says: "No—is the work of a salesman heavier than that of an artisan who is cooped up in a factory from 7 a.m. to 6 p.m., with no chance of stepping outside?" You can take it from me that early closing and half holidays can be regarded as another cause for the high cost of living. How can a working man who toils every day till 6 p.m., do his shopping if the stores are not open at night? If he leaves it till Saturday—we experience the trouble of having to employ more help on that day. You may say—cannot a man's wife do his purchasing for him? And in reply I would say—'The Lord deliver us from the women who do their husbands' shopping!' Do I think remaining open at night results in a paying trade? I would say, yes—in this town at any rate, where we have so many transients coming in on the evening trains and going out on the morning trains to various lumber and mining camps. We close at 8 o'clock except Saturday, from September 1st to May 1st, and we close at 6 o'clock on Mondays, Wednesdays and Fridays, from the 1st of May to the 1st of September. In answer to your other question, should a retailer stay open nights just because his competitors do, I should say that he should, unless he is a T. Eaton Co. on a small scale."

Some New Features for the Window Trimmer

CONDUCTED BY A. A. DAoust, MONTREAL, QUE.

SKETCH No. 1

This is an Elaborate Setting for Fall Shoes Which Requires Very Little Explanation as it Speaks for Itself.

The pillars are made of half-inch lumber the size wanted for the window, and covered smoothly with felt, a buff color.

The fence rails should be cut out of lumber about three inches wide and one inch thick, and covered smoothly with felt the same color or with a cream color felt, giving a little brightness to it.

The painting representing trees and a road leading through fields could be painted by the trimmer or purchased from houses in Chicago doing this scene painting at very small cost, but should the trimmer be unable to secure one of these, this trim, minus the scenery, can be used just the same with splendid results.

For the floor use felt, smoothly stretched, of the same color as the pillars.

Use grape vines and bunches of grapes for foliage, and try to arrange a garland on the big pillar as in the sketch.

A nice fall card with tints to harmonize with the background should be used, and could be purchased from a local card-writer or be made by the trimmer himself if he is a

card-writer (I could supply some of these at small cost personally). Use a few shoes displayed with good taste, do not crowd in any way.

SKETCH No. 2

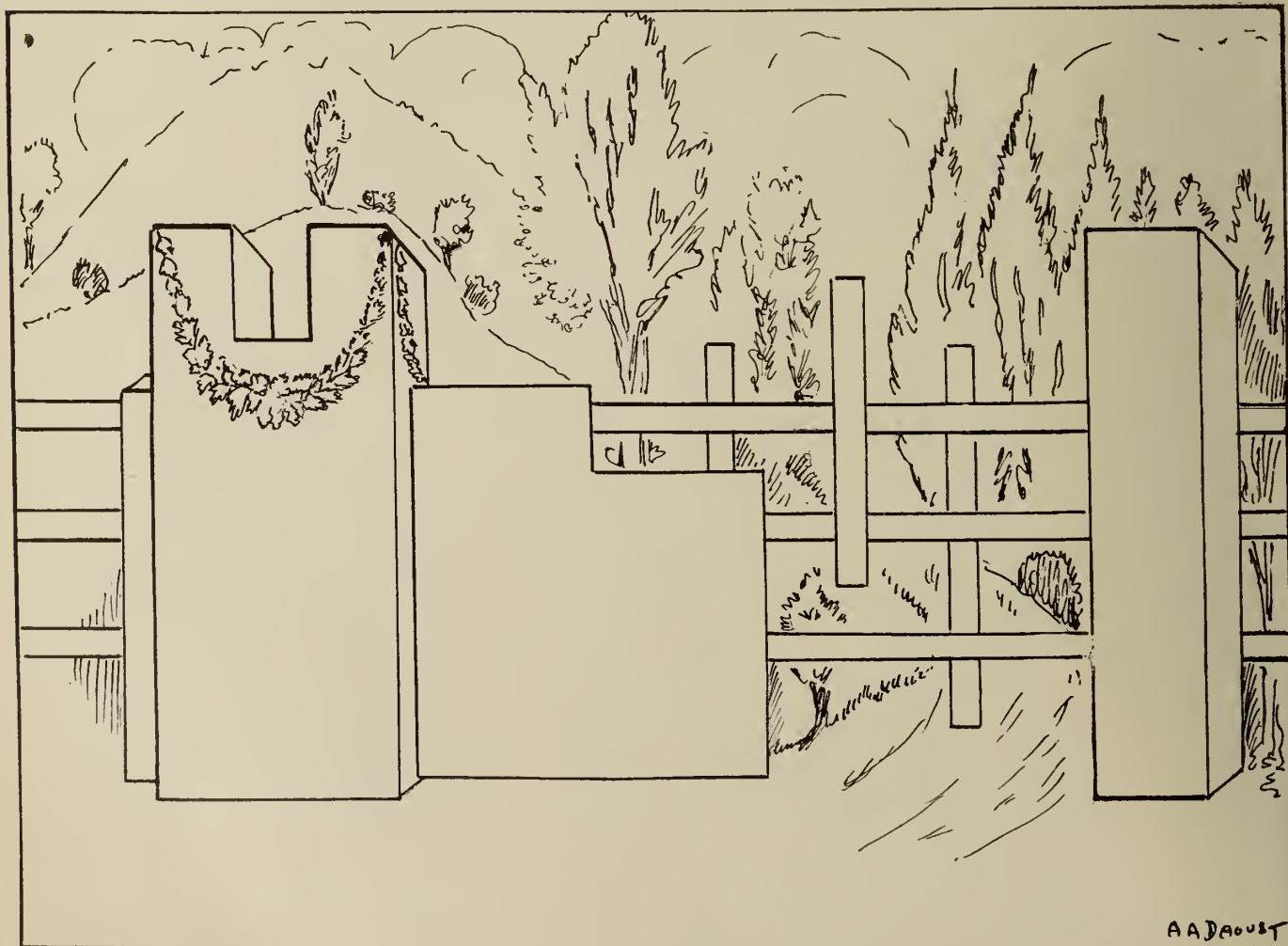
An Inside Decorating Fixture Which Could be Used on Top of Shelving in Shops Where They Do Not Have Their Stock Running to the Ceiling; or This Fixture Might be Used Anywhere in the Store to Good Advantage and can be Built in the Store or by a Carpenter at Moderate Cost.

If the trimmer builds this himself, the top part which represents the lantern, will have to be made by a man who understands woodwork, and could be done for about one dollar and twenty-five cents.

Glass for this would cost about ten cents for each piece; fancy colored glass is the best to get for this.

The lower part and lattice effect can easily be made by the trimmer from smooth cheap lumber.

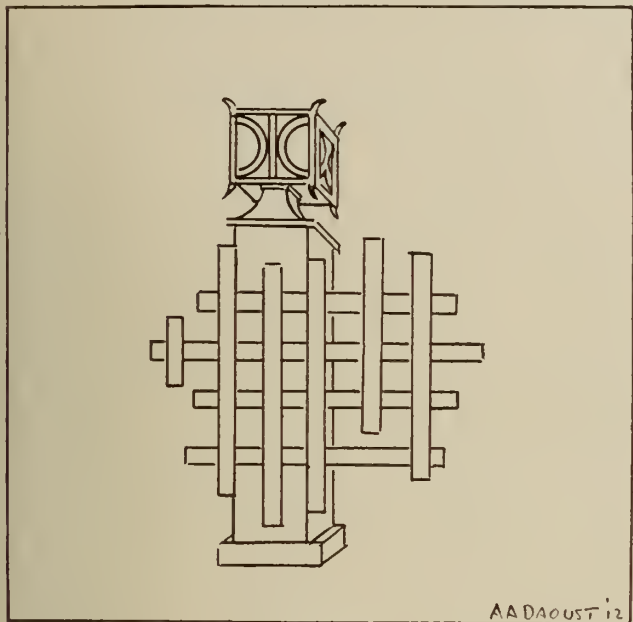
Get four boards of the same width and nail side to side, which will give you a square post; get a block for the bottom,



SKETCH NO. 1.

large enough to project about one and a half inches all around, to give it a better appearance and more steadiness.

The lattice boards should be about two inches wide by



SKETCH NO. 2.

about half-inch thick, and can be arranged any way suitable to the decorator.

Use oil stain, not varnish; stain the whole thing just the color desired, as the former will dry three times as quickly as varnish.

To make a good job, the lattice boards should be stained before they are nailed on the post.

These fixtures can be used for the window at any time. Use as much seasonable foliage as possible on the lattice work and make sure that you have a good strong electric light in the shade.

The wire should pass straight through the whole fixture and come out just above the block at the back where it can't be seen.

SKETCH No. 3

A Simple and Original Window Background that Could Be Made at Small Cost and Would Prove Very Effective for a Good Size Shoe Window.

Cut out the whole design from smooth lumber, making sure the large pillars are cut out perfectly square; cross pieces on top should be about three to four inches square.

After the whole thing is cut out, buy a good thick fawn color paint, using a drier in it.

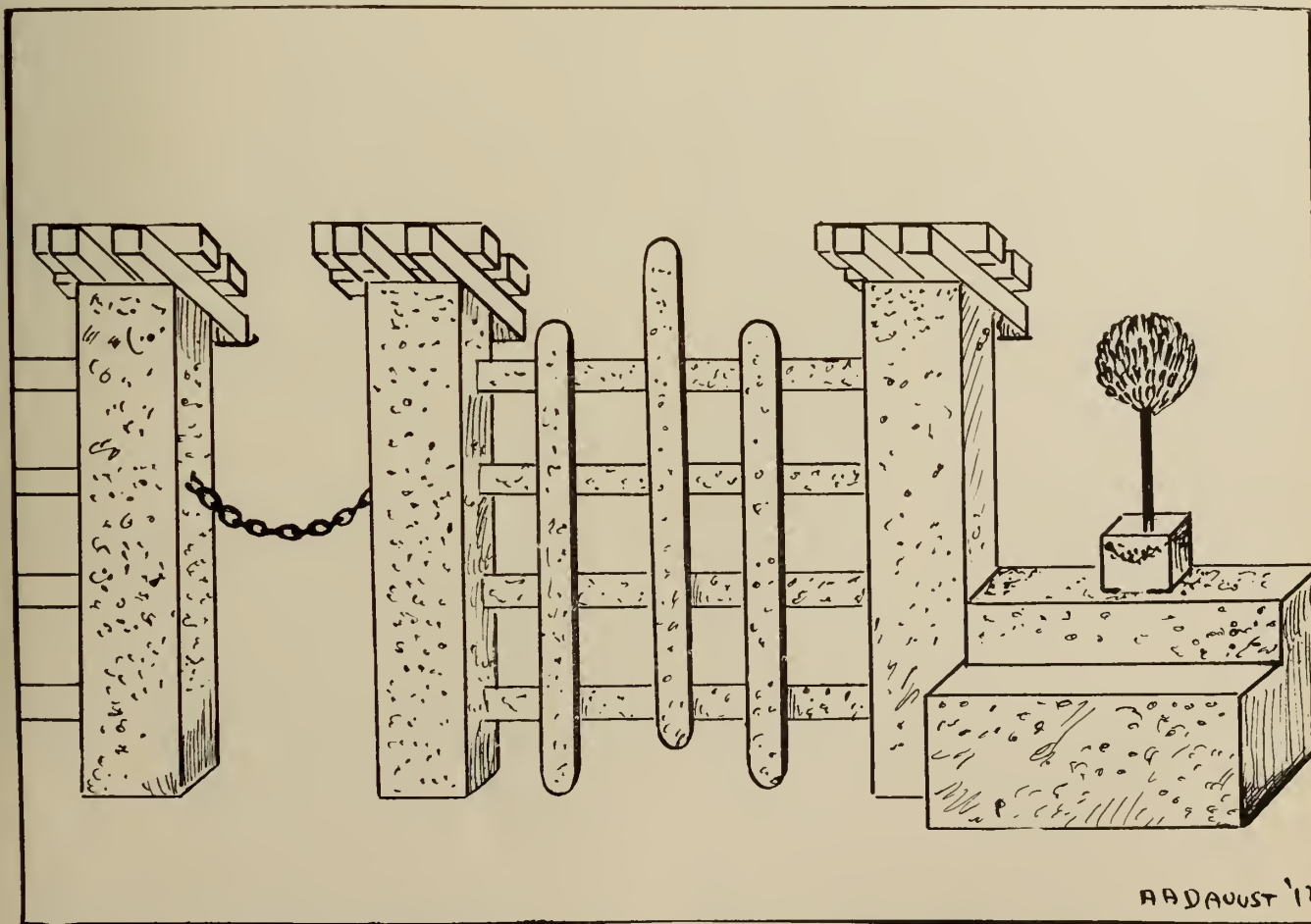
Grind ordinary coarse rock salt very fine and treat in the following manner:

Apply the paint, a little bit at a time, and sprinkle with rock salt which is ground fine; this you will find is transparent and will take the color of the paint giving it a rough stone effect.

The thicker and stickier the paint, the better, as the salt must stick at once on the paint.

The trimmer should experiment on a small board at first, and will find it very simple after trying it for a little time.

The little box-wood tree at the right hand side can be purchased from a house selling artificial flowers.



SKETCH NO. 3.

Some Stray Shots from "Solomon"

There is such a thing as being too candid. There is no reason why you should tell all you know, even to your wife.

**ALL YOU
KNOW**

There are some men who want to tell all they know to everybody who comes along. If they are in a collision or fire they commence to "relate" as soon as they get to shore or crawl out from under the debris and every time they talk they either tell a different story or add an extra dab of red or yellow to the picture. It is the same in business. "A fool uttereth all his mind, but a wise man keepeth it in till afterwards."

When you find a man running things with the row of a fanning mill or the jolt of a nail factory you can put it down

**THE SLAVE
DRIVER**

that his original place was in a construction gang or feeding logs to a saw mill. A colored man took a contract the other day for cleaning up after a small fire. He hired a couple of white men to do the work and he sat on a barrel and swore at them. There are plenty of fellows who, when they get a chance to employ labor, give a vivid illustration of where they have come from. There is no man so hard on his help as the one who has "come up from the ranks," so to speak. That they have had to work hard for what they have made is a good reason in the eyes of these upstarts why they should make those under them sweat for every dollar they get out of them. "The earth is disquieted for a servant and a fool when he is filled with meat."

It takes as good a man to stand poverty as it does riches. Few men show up well under hard luck. They

**RICHES AND
POVERTY**

either go sour or lose "neck." When they are not moaning over their lot they are envying their neighbors. Contentment with poverty is a diamond set in eighteen carat gold. When a man can say "The Lord gave and the Lord hath taken away, blessed be the name of the Lord," or smile back when adversity smites him he is a hero. As well the rich man with goods, money and friends to spare who keeps humble, kindly and sincere, deserves a place high up on the honor roll of men. They are, like hen's teeth, few and far between. You may thank Heaven you are not as other men if you have just enough to keep you from the snares of the rich and the dangers of the poor. "Give me neither poverty nor riches lest I be full and deny Thee, or lest I be poor and take the name of my God in vain."

You will get no thanks for spying on your neighbors' servants. Few men or women like to have it brought home

BUTT OUT

to them that their help is raw or crooked. They don't mind finding it out themselves, but they won't have it from you. The habit of spying and tattling is a bad one anyway. You are not your brother's keeper with respect to his servants. Even if you see his clerk coming out of a saloon wiping his lips it is a question whether it is a wise thing for you to unbosom your suspicions that he was washing his neck. "Accuse not a servant unto his master lest he curse thee and thou be found guilty." You will have all you can do to look well after your own show without butting into your neighbor's affairs. You would be the last man yourself

to stand anyone interfering with your business or those you have round you. Three quarters of the trouble in this world is started by busybodies.

Did you ever watch one of those "fools" who "expand" under the influence of good feeding, or especially free drinking? If some men went hungry

FULL FOOLS

to bed or stuffed themselves less through the day they would be a heap of money ahead at the end of the year and would have more respect from their neighbors. To hear two or three of these old fat-heads prate after they have swelled out with good food, would often make a saw horse sick. Talk about women at a sewing society or a bridge party, they are not in it with the conversation that goes on after dinner at some of the public or semi-public functions. There is often more fool talk at these post-prandial affairs than you could get in a month in the lounging room of a lunatic asylum. We have all heard men regulate everything from trade to navies and empires at the close of a filling up of soup, sweets and champagne. But the world is not moved from its orbit by these stomachachers

Clean your own face before you undertake to tell someone else he needs a wash. Every sow thinks her own

**LOOK AT
YOURSELF**

sty is clean. There are always plenty of glass houses with people in them, fond of shying rocks. "There is a generation that are pure in their own eyes and yet is not washed from their filthiness." The man who can tell you how to run a store or edit a paper is usually one who has made a failure of these callings. The woman who knows how to run a house or at least has information on the subject on tap for her neighbors is generally a joke amongst her acquaintances. The world is full of people who are dying to tell you how to do things, and they are usually those who talk through their millinery. You may think you are all right but the world has a way of looking at things that may make your white black. As the Irish sergeant said to the awkward squad after they presented arms, "Step out and look at yourself" sometimes.

We are doing a good deal of looking ahead in Canada just now, but it is not always just the kind that means permanent good. We are looking ahead

LOOK AHEAD

a few months for the unearned increment on property deals or gambling in wheat futures and shares. We need the advice of the wise man to go to the ant. "The ants are a people not strong, yet they prepare their meat in the summer." There are a lot of people who are ready to look ahead for trouble and who are willing to risk money on the future but who despise the habit of providing wisely for what may lie ahead. Lack of success nine times out of ten comes from not looking ahead. The man who provides for the future in ever so small a way will never face starvation. Live within your means, no matter what your income, and you will have no trouble coming out right at the end of the game. It is the improvidence of the well-to-do as well as the poor that is the hindrance to getting on.

How Much Does It Cost to Sell Each Pair of Shoes?

Have You a Standard Whereby You Gauge the Number of Clerks Needed in Your Store—Analyze Your Method and Equipment of Making Sales—A Big Retailer Speeds Up His Selling Machine

THE EXPENSES OF THE SHOE STORE FOR ONE YEAR

EXPENSES EXCLUSIVE OF WAGES	
Rent, including heat.....	\$8,500.00
Lighting.....	490.16
Deliveries—19,906 packages at 10 cents per pkg., on contract with city delivery company.....	1,990.60
Car fare on special deliveries.....	102.10
Insurance.....	431.30
Taxes.....	482.12
Contributions to religious and other organizations.....	150.00
Miscellaneous supplies, telephone, postage, boxes, wrapping paper, twine, etc.....	1,625.12
Interest at 5 per cent on fixture investment of \$5,000.....	250.00
Depreciation on fixtures, 5 per cent....	250.00
Interest on working capital of \$50,000, 5 per cent.....	2,500.00
Interest and discount on bank loans...	1,000.10
Loss through depreciation on stock and necessary reductions in prices.....	5,240.10
Advertising appropriation.....	7,000.00
Carpentry work, done on contract....	199.11
Total.....	\$30,210.71

WAGE EXPENSE	
Clerk hire—12 clerks at \$17 per wk., 4 at \$15, 1 at \$11, 2 at \$10.....	\$15,340.00
Chief clerk.....	1,560.00
Stock handlers.....	1,232.00
Wrappers (2).....	832.00
Stenographers and bookkeepers.....	2,440.00
Janitor.....	720.00
Special delivery boy.....	260.00
Salary proprietor allowed himself....	2,500.00
Total wage expense.....	\$24,884.00
Expenses exclusive of wages.....	30,210.71
Grand total of expenses.....	\$55,094.71

COSTS, EXPENSES, AND NET INCOME	
Total sales for the year, gross.....	\$196,480.00
Total cost of stock, including freight and expenses.....	140,986.00
Gross profit.....	\$55,506.00
Less total expense.....	55,094.71
Net profit (not including 5 per cent interest on the capital invested).....	\$411.29

A retail shoe dealer recently asked himself the apparently simple question, "How much does it cost me to sell a pair of shoes?" Primitive though the question seemed, he had never figured out the problem. All his calculations of selling expense had dealt only with lump sums, says Edward Mott Woolley in "System."

By consulting his books he found that his total gross sales had been \$196,480. The total cost of this stock was \$140,986, leaving a gross profit of \$55,506.

However, when he calculated his store expense, including the interest on his investment and his own modest salary of \$2,500, the net profits were shown to be only \$411.29. The various items in detail are given in the table at the head of this article.

This, he believed, was a dangerously poor showing, for, while the business returned him a living, in addition to five per cent on his investment of \$50,000, it left nothing to go into a reserve fund, and only a few hundred dollars for extensions. He did not want to put back into the business the \$2,500 which he itemized as interest on his capital, for he believed this sum should go to make up a domestic reserve entirely independent of his business. At the same time he wanted a business reserve in order to provide against financial disturbances or some catastrophe like fire, flood or hurricane, or against extraordinary competition. Under existing conditions, his business hung on the verge; any untoward event might send it scurrying down the declivity.

Charges Seemed Fairly Fixed

As he scrutinized the items shown in the expense table, most of them seemed fairly fixed, And yet, when he footed

the total of labor items, including his own services, he was astonished to discover the total to be \$24,884. This was the human expense of selling a gross volume of about \$200,000 in goods. It included his overhead labor costs as well as the direct clerk hire.

With the other items of expense, aggregating something over \$30,000, this article has no concern except as they have a bearing on human energy. This factor—human energy—was what the shoe merchant commenced studying. While watching his clerks wait on customers, he conceived the idea of studying and analyzing their methods and detail motions in selling.

In his preliminary investigations, one of the first questions to suggest itself was this: "Is there any standard by which I can determine the number of persons I really need in my selling organization? Given a gross volume of about \$200,000 in sales, can I measure accurately the physical energy necessary to handle it?"

Clerks Sell \$50 Worth in a Day

Inquiry among a dozen other shoe dealers in the same city revealed an astonishing difference of opinion on the subject, and showed that no real standard existed. One large dealer placed the number at fifty, while others ranged in their estimates from twenty-five to forty, these figures including the overhead organization of the store.

The gist of his inquiries indicated that a shoe clerk might, under unusually favorable circumstances, sell fifty dollars' worth of shoes in a day. But the next day, more than likely, a lot of whimsical customers would come along and consume such a heavy percentage of time that the day's

total might not exceed twenty-five dollars, while a few lost sales, after the expenditure of a high percentage of selling time, might easily reduce this to eighteen dollars or less.

In smaller communities where he inquired, however, the ratio of human energy to sales seemed to be less; that is, to sell a dollar's worth of goods required less physical effort. In one small shoe store the two clerks showed an average of seventy-five dollars a day apiece, during a rush period of several weeks. This difference may have been accounted for partly by the fact that the rural store was kept open in



JUST READING WHILE WAITING FOR A FIT

the evening; but, considering the duller daylight hours as compared with the city stores, conditions seemed about equal. In this small store, too, the overhead organization was much less expensive.

Judged by the prevailing custom in the city stores where he inquired, the investigating merchant found his organization above the average efficiency. He had nineteen selling clerks, and an additional force, counting himself, of ten persons. Measured by the gauges he found elsewhere in his own city, he should have had from twenty-three to thirty-five selling clerks, and a corresponding increase in the overhead force.

The Daily Average Was Lower

This was a discouraging beginning. It did not seem possible at first to reduce the number of employees. Dividing his gross sales by the number of his selling clerks, he found that the daily average of each clerk for the 307 selling days of the year had been about thirty-three dollars. Estimating the sales actually made by himself and his chief clerk, this average was cut down close to thirty dollars a day. Calling the average sale \$2.25 and the working day ten hours (the half hour allowed for lunch was usually offset by the completion of sales after the closing hour), it was found that the average sale required forty-five minutes.

Considering, however, that the day's business was not evenly distributed, this seemed to be a good showing. In the rush hours of the afternoon, the average time per sale had to be greatly reduced. During the last three hours of the day, the congestion was sometimes distressing.

Watching these conditions day by day, the merchant became impressed more and more with the analogy between manufacturing and selling. If one underlying philosophy could be applied to both, then, he decided, he might arrive

at some basic factor for ascertaining selling efficiency.

The lack of any basis for standards, however, puzzled him for several weeks. It was difficult to measure his selling factor of clerk hire. The profits of shoe stores, it seemed, depended on elements outside of wages—rent, decreased or increased advertising, delivery conditions, general expenses, shrewd buying, and the class of goods handled. Had some of these stores cut their payrolls to the relative proportions of his own, their profits would have been high. On the other hand, had he increased his payroll to correspond with those of certain other shoe stores, he would have lost money heavily.

Lack of Any Standard Basis

In other words, this relationship of clerks to gross sales or to net sales seemed very largely a matter of individual opinion.

So, not having any established standard or precedent worthy of full acceptance, he set about the task of establishing a standard, for his own store alone. Whether or not such standard could be taken by some other store did not trouble him. The problem was: "How many persons, working at their full normal efficiency and under proper conditions, can handle an annual volume of sales amounting to \$196,000?"

It was very clear, of course, that in selling operations there were variables that did not exist in manufacturing operations. The manufacturer might determine every motion and count every minute and fraction of a minute, while the seller must allow for time consumed by the whim of the customer.

For instance, one customer came into this shoe store, tried on a dozen pairs of shoes and walked out without buying at all. Another customer bought the first pair of shoes shown him. This was the variable element, not susceptible of accurate measurement, though perhaps calculable as a general average.

Engineering Units in Salesmanship

But, eliminating for the time-being this variable factor from his consideration, the shoe man gave his attention to



MUCH TIME LOST IN FALSE MOTIONS

the elements that might be made non-variable—in other words, to the engineering units in salesmanship. For instance, the whim of a customer might necessitate twelve

trips about the store for the purpose of bringing twelve pairs of shoes to that customer for inspection. This indecision and fault-finding on the part of the buyer would be the variable factor, but those twelve trips, of themselves might be made practically non-variable, or, at least, might be made to consume a great deal less time and energy.

In reality, as the merchant discovered by repeated observations, this element that should have been approximately non-variable was much more variable than the other element. In one typical instance, the sale of a pair of shoes consumed fifty-two minutes. Of this, the time spent by the clerk with the customer was twenty-four minutes, while the time he consumed in hunting for shoes and walking about the store was twenty-eight minutes. Roughly the merchant estimated the time really needed for getting the goods to be nine minutes. Thus, nineteen minutes were consumed unnecessarily by this clerk during a heavy rush period.

Furthermore, the investigator satisfied himself that the reduction of this unnecessary selling time would have a very appreciable effect on the mood of the customer, and thus effect an additional reduction in the total selling time required.

The Clerk and His Equipment

In the reorganization and standardization of any factory, the first thing considered is the relation between the workman and equipment. Before any tasks are set or any operations timed on instruction cards, the equipment is put in the condition and grouping that will harmonize most completely with human effort, while the whole factory organization is put in trim to serve the workers at the machines. Looking at his store in this light, the shoe dealer saw its shortcomings. He had laid great stress on service to customers, but almost no stress on the store's service to its clerks. And, since the two forms of service are intimately connected, he discovered that his service to customers was not as good as he had supposed.

But, leaving out of his present reckoning the question of service to customers, he concentrated his problem upon the other form of service. This, he saw, must be a definite, predetermined and carefully measured service that would enable his selling force to focus to the maximum of its efficiency on the selling operation itself. Instead, it had dissipated a large percentage of selling time in merely secondary operations, such as hunting for stock, climbing ladders and descending to the stockroom in the basement. His clerks wasted motions because of meager training and lack of system.

Lost Motion in Rush Hours

Equipment, then, was the first thing considered, together with methods associated with equipment. Watching his store during a busy afternoon, the existing lack of true efficiency seemed almost spectacular. It was during rush hours that the bad equipment, lost motion and utter want of standards piled up the expense and reduced his profits to a few hundred dollars a year. At the very time when efficiency ought to have been maintained at its maximum in order to get out the goods and get in the money, it fell to its minimum. Viewed from the standpoint of effective management, it was absurdly low—so low that at least forty per cent of the human energy put upon it might have been eliminated. In order to handle the rush periods at all, it was necessary to support perhaps eight persons in idleness during the duller intervals.

An increase in efficiency such as this merchant contemplates, is not worked out in a week or a month. As yet, he has made only the beginnings, but already he has absolute assurance that his business reserve fund, which he so much desires to create, will be built out of the added selling efficiency of his organization.

It is beyond the province of this article to describe in detail the equipment changes and accompanying methods

by which this result will be attained—by which it is already being attained. Brief examples, however, will indicate the scope of the betterment work.

Keeping Track of the Goods

The shoe trade seems to offer no standard method of shelf grouping or of keeping track of goods. No two stores follow just the same rules. In his own store, as in others this merchant found that fixtures presented a uniform primitiveness of conception and lack of opportunity for proper



MAKING ALLOWANCES FOR WHIM OF THE CUSTOMER

classification. Clerks frequently pulled out and opened a dozen boxes, in various parts of the store, in their search for a single pair of shoes of the style or size wanted. Customers waited ten or twenty minutes to be told, regretfully, that diligent search had convinced the clerk that the particular shoes wanted were not in stock.

In solving his problems, this merchant is basing this inquiry on a series of time studies of the operations involved. How he groups his stock ultimately will depend on the result of experiments. It is likely, however, that the man who comes into the store and calls for a given size of shoes will be conducted to a chair occupying the position most efficient for that particular selling operation. All the goods likely to be available for this customer's needs will be grouped within convenient reach of this particular selling chair. If necessary, more chairs will be provided in order to further this plan of grouping. In the past, the position of the customer in the store has had no standard relation to the position of the shoes he was likely to buy.

Fill Cartons as Soon as Emptied

In the meantime, a new system of replenishing stock on the shelves has been inaugurated. Formerly, when a salesman sold a pair of shoes from a carton on a shelf, he turned the box around so that its label was toward the wall. The next morning these empty boxes were refilled. The delay meant numberless trips of salesmen to the basement for the purpose of hunting up stock, while the customer waited and the congestion increased. Now the cartons are filled as fast as emptied by a couple of bright boys who are thoroughly trained in stock. More actual work is now expended on this operation, but it is low-priced work which immensely facilitates the actual selling operation.

Another application of efficiency principles is the present plan of concentrating good salesmen on the class of work that

pays the store best. A seventeen-dollar clerk, say, gets a difficult customer, and the chief clerk, always on watch, sees that an unprofitable amount of time is likely to be consumed. Diplomatically, he turns the customer over to a ten-dollar clerk, or, if he thinks the sale can be made, assumes the task himself.

Likewise salesmen are relieved to a large extent of the task of returning shoes to their shelves after rejection by customers. A uniform system of labeling, for the goods and for the unit of space they are to occupy, is being worked out. One of the great time-consuming factors in most shoe stores lies right here. Even if the stock is fairly well classified, theoretically, this classification does not stand out positively and conspicuously, while the goods, once removed from their places on the shelves, become unidentified stock in large measure, requiring expert labor to sort and return to the shelves. Labels and classification symbols are microscopic, where they exist at all, and are erratic and lacking in standard uniformity.

Classification of the Stock

The classification and identification of stock and of articles generally are vital factors in effective management, and do as much as anything else to reduce motion and increase sales. And it is almost an axiom that classification and standardization, to be worth the effort, must be reduced to a system to make them permanent and equally available to all employees.

To illustrate: a shoe clerk stands in the store, facing the shelves on one side. He sees row after row of shoe boxes, tier upon tier, and they convey to his mind, in the aggregate, the impression he might get from gazing on a blank, brick wall. There would be nothing about the brick wall that would automatically segregate one section of its area from another, and there is nothing about those tiers of shoe boxes that indicates, boldly, any boundary lines, divisions, subdivisions or units.

Now suppose the clerk wants to take from those shelves a shoe of a given price, style and size. He first performs a series of mental processes, measuring off with his eye the approximate area where the shoes probably are; then he sub-divides that area—still a mental process—and sub-divides again. His impulses have all been more or less wavering and subject to error, and by the time he has actually located the thing he wants, he has consumed a great deal of time and energy, more time than the operation really required. Add to this the further loss of time that comes from the capricious system of classification itself, and the mistakes of other clerks due to lack of uniformity and want of training, and the result is very low selling-efficiency.

Sectionalize Walls With Letters

But now, just to illustrate, mark off in some way a certain section of those shelves, and at the top put the conspicuous letter A. Assume that the clerk knows that A is the classification letter for the very thing he wants. Instantly, and with only automatic mental processes, he goes to that section for the shoe he desires.

Carry the brick-wall analogy a little further. A gang of painters is sent to letter an advertisement upon it. As the men proceed, they all pause in the actual painting in order to measure out the spaces, each space requiring the combined time of the whole gang. The job takes three or four times as long as it would if the foreman had measured off the letter-spaces in advance and chalked them. Then the painters would have been relieved of all preliminary thinking and adjustment of mental processes, and would have got at once into the work they were most competent to perform.

So, extending his researches to the stockroom, wrapping counters, methods of keeping track of stock, and, in fact to every part of his establishment, this shoe merchant is seeking the equipment and methods that will conserve human

energy to the maximum. In the past, equipment to him meant chiefly the value of the lumber and cabinet work. Now he sees very clearly that ill-chosen or badly arranged equipment worth \$5,000 might cost him an additional eight or ten thousand dollars a year.

Machine Under Standard Equipment

This matter of store equipment and accompanying methods is directly comparable with the equipment and operating methods of a factory. For the sake of illustration again, take an analysis of manufacturing costs made by Harrington Emerson. He cites a machine worth \$30,000 with a yearly equipment charge of \$6,000. If the machine could work 6,000 hours it would carry a charge of a dollar an hour. But the shop hours were only 2,400 in the year, so the rate became \$2.50 an hour. The machine, however, was only used on an average of 600 hours in the year, so its actual rate became ten dollars an hour. And when working, it took twenty hours actual time for a job the standard time for which should have been four hours.

Therefore, Mr. Emerson shows, the combined efficiency, all items considered, was only two per cent. Comparing the operation of this machine under actual efficiency and under standard efficiency, he shows that the total cost of a job under the former was \$227, and only \$7.80 under the latter. "This increase in cost above standard," he adds, "seems incredible, but it is not unusual."

Now take this shoe store: here was a great piece of selling mechanism working as inefficiently as many machine-tools work. To use mechanical analogies, there had been no analysis of the pulling, feeding power and proper speeding of this selling machine. To earn a reasonable profit, sufficient to give the business vitality and permanency, the whole equipment and human organization of the store should have been molded to facilitate the rapid movement of profitable customers.

Two Problems Face Shoeman

Broadly, there are two great problems confronting the merchant. The first is the one that involves variables: getting the customers into the store. The second is chiefly one of engineering: getting the customers through the store and out again as fast as they can spend their money.

This engineering phase of the matter is, in a nutshell, the new philosophy of selling.

The time a salesman loses in false motions, and through the lack of proper store equipment, and service to clerks, is like the time lost by mechanics in hunting for tools and material, or in fussing with unsuitable machines or belts. And, in both instances, the wage waste is the small part of the loss. The great waste lies in the inefficient movement of a costly machine that is piling up overhead expense.

If you can determine a standard relation between the output of a factory on the one hand and its equipment and labor on the other, you ought to be able to determine, with some degree of mathematical accuracy, what ratio the labor and mechanism of a store ought to bear to the money volume of goods sold. You ought to know, for instance, whether sixteen or forty clerks are needed to sell \$200,000 in shoes, making due allowance, of course, for varying conditions. If some man's selling expense is \$1,000, while yours is \$1,800 under like circumstances, you ought to be able to put your hand upon the cause of your low selling efficiency—about fifty-five per cent. Better still, you ought to so regulate your business from the start that the percentage will be pretty well up toward one hundred.

The only way you can ever do this is by studying and standardizing all the conditions on which sales depend. You must standardize your selling equipment; that is, you must analyze, study and experiment until you are satisfied you have arrived at the very best available devices and methods.

Catchy New Styles Presented for the Spring Trade

What Some Leading Manufacturers Are Offering—The New Ornaments on Pumps are Very Attractive—Button Oxfords for Men are Likely to Have Big Call—Other Tendencies

Oh, Fashion's a terrible tyrant!
She issues her changeful decrees,
And, although we protest we don't like it,
Still we all of us drop on our knees,
We worship her while we're protesting,
And her whimsical rules we obey
Till the question, all others transcending,
Is, What's the most stylish to-day?



Oh, Fashion's a whimsical lady!
She changes her mind every day.
One day she brings out a new hobby,
And the next day she puts it away.
She's always in search of the novel,
And she doesn't care what it may cost,
And the queerest of all things about it
Is the whole world submits to be bossed.

"If there is anything new Cook-FitzGerald has it," is the way the retail trade of Canada has sized up the shoe situation for years. This condition fits like a glove the line for spring of 1913 shown by the enterprising firm of London. In the past they have shown many sensational lasts. Many of them were adopted by other manufacturers after their popularity had been demonstrated. The Itsit and Tickler

Fred A. Lovell has reason to be proud of the line-up, and Messrs. McDiarmid, Sutherland, Orendorff and Johnston, who left for their grounds on Saturday, anticipate a bumper business.

Some Natty Productions

The Slater Shoe Co., of Montreal, are presenting new things for spring which are decidedly natty. Several new lasts have been put in this season. Numbers 231 and 233 for men, both carry a medium high toe with about 1½ inch heel in all styles. No. 234 is a new pump last to carry a low flat heel with ground gripper effect. This is in the shape of the last which is hollowed slightly at the bottom, where the pressure of the foot comes on the insole. This guarantees a tight-fitting top and non-slip heel. The new 102 last for men has a large broad tread and a little higher toe than the old last, and is recommended for both comfort and style. Several new shapes are shown in the women's lasts and medium high toes predominate. All styles of leathers are represented. In men's, it might be added, the new last number 130 is a medium, straight receding toe and English effect. These come in all leathers.

Some Shapely Lasts

The McDermott Shoe Co., Montreal, are showing four new lasts, two welts, one turn, and one McKay. Some of the new styles shown are women's 5-button oxford with low Cuban heel; this comes in patent vamp, with white nubuck top, medium toe, and is an attractive shoe for prominent dressers. Another shoe is a straight button bal, medium toe, and small perforations only. Had Cuban



TAN PUMP, WITH WING TIP, HORSE SHOE HEEL, AND METAL SLIDE ON VAMP.—BY WALKER-PARKER CO.

SIX EYELET TAN OXFORD, RECEDING TOE, PERFORATED STRAP ACROSS VAMP.—BY WALKER-PARKER CO.

were two that caught the public fancy in an extraordinary degree. When the English models were shown extensively in New York and Boston last season the Cook-FitzGerald Co. swung promptly into line. The receding toe has achieved popularity in the larger cities, but there is also a strong demand for medium, full round toe lasts and they are being shown in the Cook-FitzGerald line the coming trade. The retailer can have his choice of receding toes, medium high toes, full round toes or freaks as he wishes. They have them all. In the way of patterns there is nothing newer than those embraced in their samples. There are plain and fancy oxfords to satisfy all tastes and button and bal combinations that will command the approval of the most discriminating. Of novelties there is not a few. There is, for instance, a two color combination tan button boot that is most striking, in fact nothing handsomer will be seen this year. An all patent oxford stitched with red silk will make the young chap going a-courting part with a five dollar bill for a pair of them without a pang, while for the rah-rah college boy there is an oxford of French calf with a harness stitch that is fetching. A daring combination of tan and nubuck is shown in a button boot stitched in old gold, and a striking model is a tan blucher with a basket weave top of tan and nubuck. Some smart shoes made from ferro, the washable tan stock manufactured by Albert Trostel Sons Co., of Milwaukee, are included in the lay-out. Superintendent



NEW STYLE FOLDING POCKET TRAVELING SLIPPER, WITH FLEXIBLE NON-SLIP SOLE AND WELT—CUSHION SOLE PROCESS.—BY THE HURLBUT CO.

heel and comes in tan and patent with gun metal top. There is a pump last in gun metal, patent, Russia and tan calf, white and imperial nubuck, with bows to match. Has medium heel and close-trimmed edges. A very natty last. A corded silk turn pump with medium heel and medium narrow style toe makes a pretty bit of footwear. Comes in patent and black ooze calf. On this last also a white nubuck pump is being shown with a wood heel covered with white nubuck, then a leather lift added to the bottom, held by a screw. It is a decided novelty.

In women's shoes, about 12 buttons is the average height the firm is making. Higher cuts are in less demand.



PATENT BAL., MATT. CALF TOP, CUBAN HEEL.—BY
MCDERMOTT SHOE CO.

They are also showing a 1, 2 and 3-strap turn sandal with patent vamp and dull kid quarter. Also a white nubuck welt, 3-quarter fox, 5 button oxford, and a gunmetal McKay. medium toe and heel with Stohnette cloth top; as well as a grey and black whipcord top, gunmetal McKay.

Showing Some Novelties

The Macfarlane Shoe Co., Montreal, are showing a novelty this year in the shape of a cement bead ankle strap which is fastened at the back of the top part of the counter, instead of out on the side, as is usually the case. The clean-cut looking workmanship is very attractive after the usual bound strap. They are showing a new child's last, sizes 8-10½, with very broad, full toe and spring heel and extension edge (the latter a very rare thing in children's shoes). It comes in all leathers with bows to match. Also a little gent's and youths' orthopedic last, sizes 8-10½ and 11-2. It comes in all leathers; has very broad full toe, low heel and extension edges—a handsome shoe. They are showing a full range of turns and welts in white nubuck, also a fine line of white canvas turns for infants, children and misses; bound or raw edges. A decided novelty is shown in a turn Roman sandal, white kid lined, also an ankle strap pump likewise lined. This enables a white stocking to be worn without any soiling, but the double stock inside and out necessarily makes it a more expensive article than usual. This company states that patent leather in slippers is the rage, while in other lines tan and Russia calf, gun metal, patent and dongola are all popular. They are making a full line with their celebrated extension edges in various styles.

Expect Big Spring Trade

The Weston Shoe Co., Limited, of Campbellford, who make the Diamond shoe for women, believe that the modified high toe, such as their Manita last, will be the right thing

for Canadian trade for the coming season. At the same time they have put in a receding toe, but are not pushing it. Special attention has lately been paid to the quality of the finish of these goods, and the result has been to place them in the front rank in this respect. They have a feature in their pumps that is distinctive. In all high grade pumps and colonials, the inside counter extends forward over the shank. "It's as good as an arch support," remarked one of their customers. It will certainly help to correct gaping, which has lately been one of the worst tendencies of all pump shoes. They expect a heavy run on colonials, and have some exclusive styles in buckles, that are very handsome. A new shoe for solid comfort is a Gypsy Lace with patent toecap on the approved button last. Tan calf, gun metal, and patent are naturally in the lead, and there are five lasts to select from, all of them excellent. In misses' and children's the range is, as usual. The Saska model, put in last season, has been a wonder, and the firm pronounce it one of the biggest hits they made. The Nature, of somewhat different style, makes a good second. The firm are looking for great things next spring, and it looks as though they were going to come.

Tans and Gunmetals Lead

The Wayland Shoe Co., Montreal, say that three new lasts have been introduced in their list of men's Goodyears. One is a medium pointed toe, another is moderately high toe and the third is round toe. Heels are a shade lower than last year. A particularly nice three button blucher oxford and also a straight oxford are shown. Mr. Wayland expects that tans and gun metals will be the most popular leathers. C. A. Senez will cover the Maritime provinces for the firm. J. A. Stevens will travel between Montreal and London, while a new man will be put on for Quebec province.

Six New Welt Lasts

Jas. Linton & Co., Montreal, have put in six new welt lasts, among which are one receding toe last with heavy sole and flat heel. This is a very classy shoe and will undoubtedly sell well. Another last is a button boot with a swagger high toe, fairly large perforations and a medium heel. Just the thing for dressy young men who prefer this style of toe. These are brand new American lasts, and will sell well, as the very latest ideas across the line have been



SIX EYELET OXFORD, WIDE RECEDING TOE, LOW HEEL.—BY
BRANDON SHOE CO.

embodied therein. They will also carry the usual staple lines in all styles and leathers.

A. Corbeil, Montreal, is showing six new lasts, two receding men's styles—one flat and one medium low heel—two high toes with medium heels also for men, and two for boys, one a broad toe last. They are showing many new patterns and styles for men and boys and have a very pretty line of samples. Their travelers go out early in September.

Thos. R. Trudeau, representing A. Corbeil from Fort William to the coast, will leave for the West early in September to meet his many friends and customers. A. R. Trudeau, a brother, will represent this firm in Ontario with an assistant. He leaves about the same time.

Have Added Men's McKays

A. P. Cimon Shoe Mfg. Co., Montreal, are to the front. They have added men's McKays to their line. Three new lasts have been added to their range for men, while four new lasts will be shown in women's shoes. These are the latest from United States shoe centres and include



TAN CALF, MEDIUM TOE, LOW HEEL.—BY
RIDEAU SHOE CO.

high, medium and drop toe effects. Heels are lower than last year, in accordance with style demands. One very nice shoe is a woman's 21-button. This is built so high in order to eliminate trouble resulting from wrinkling across the front of the ankle.

Gagnon & Lachapelle, Montreal, who manufacture a medium grade in McKays for boys, youths and men, as well as women, misses and children, believe that according to the orders being placed for spring samples, there will be a great demand for pumps in women's and misses' lines, and that the leading leathers will be tan, gunmetal and patent.

The G. V. Oberholtzer Co., Berlin, report they have the most up-to-date lasts, and have improved their goods as usual over former seasons. In view of the existing conditions in the trade and the fact that prices have advanced, it is hard to tell which lines will sell the best. Nearly all manufacturers have some difficulty in picking the range which will take best with the retailers.

Some Waterproof Brands

C. B. Dayfoot & Co., Georgetown, say that they have extended very largely their range of high cut Goodyear welts, both as regards style of upper and choice of last. Many of these are got up in special brands of leather noted for water resisting, making them particularly suitable for use of surveyors, prospectors and hunters. In the finer lines in blucher, and oxfords, they have put in two new lasts which show the low receding toe, which is now so popular in the shoe manufacturing centres, the heel being lower and broader to harmonize with the changed shape of the shoe.

Daoust, Lalonde & Co., Montreal, say that they are going into men's Goodyear welts on a large scale and have opened a new department in number 2 factory to make these shoes. Three new lasts have been added for spring in the Goodyear welt department, and two in the McKay line, with new designs in pumps, colonials, bluchers, bals

and buttoned boots. The firm, which has been incorporated with a capital of \$750,000, is looking forward to a big trade during the coming season.

Dupont & Frere, Maisonneuve, say that they believe the high toe will still be in demand for the next season, and that they are making a better class of goods than ever for the trade. One new thing they have to offer this season is a new F width woman's last for a fat leg and a large foot, which is in big demand.

J. B. Blouin Limited, Quebec, say that it is speculation to select what lines will take best. There does not seem to be a great deal of change since last year, and although the receding toe may be popular in the large city, the firm do not think that there will be any great demand for it in the country. There is a big demand for button boots in both men's and women's. There is a general belief, owing to the stiff advances in all classes of leather, that before the end of the year manufacturers may have to raise their prices still higher. Present prices have been quoted largely on leather in hand, and leather on contract, but if figures were quoted against the prices they would have to pay provided no contract was entered into, the figures would be much more startling, say the firm.

Medium High Will Take

The Brandon Shoe Co., Brantford, say they have the best line of spring samples that they have ever produced, and that the prospects of the coming season will be heavy on tan and gun metal. The company have put in a new line which will retail at five dollars. The medium high toe, they think, will be the leading high toe for spring, as the receding toe on English lasts is, in their opinion, not taking very well with the trade in Canada. The tendency in styles is to get them as smart as possible, as it is found nowadays that the eye has to be pleased even more than the wearing qualities have to be emphasized, but still the latter must not be lost sight of. The Brandon Shoe Co. intend to keep the quality right up to the forefront, and are increasing their factory facilities by erecting a large addition. The recent advances in hides and leather have caused manufacturers to raise their prices.

The John Ritchie Co., Quebec, believe that the moderate high toe last, slightly wider than last season's style, will



MEN'S SIX BUTTON TAN, CLOTH TOP, LOW HEEL.—BY
SLATER SHOE CO.

be the prevailing choice during the coming season. There are a few sprinklings being bought of recede toe, but they do not expect that there will be any great sale of these lines until the next season. They report that most of the trade want to get away from any fancy lines and are going in more for a plainer boot. The scollop tip, which was so popular a year ago, has now almost completely dropped out

Importance of Giving Shoe Wearer Solid Comfort

Patrons Should Be Induced by Retailers to See the Advantage of Fitting Feet in the Store—If Ball of Foot Rests on the Widest Part of Shoe in Nearly Every Instance the Length is Correct—Science of Fitting

The subject of fitting feet is nearly, or perhaps fully, as old as the shoe business itself. It may have been that Adam and Eve discussed it in the Garden of Eden.

Judging from observations, there are some merchants and salespeople who have not progressed much further than the conclusions reached by our forefathers.

In some sections of the country, and principally among the small stores a very large percentage of the shoes sold are not fitted. This may sound strange to the shoemen of larger stores but, nevertheless, it is true.

There are, perhaps, partial excuses for this condition; the principal one being that customers are not educated in this respect, that they do not realize the advantages to be had in perfect fitting footwear. But, isn't the dealer greatly to blame for not insisting upon proper fitting?

Selling shoes at retail does not depend entirely upon conversation. There are other methods of inducing customers to agree with you. Comfortable benches or chairs, with clean, inviting rugs in front of them form, perhaps, the strongest invitation to fit shoes that could be extended.

Imagine a \$5,000 or \$10,000 shoe stock with counters or cases extended close to the shelving with a solitary "kitchen" chair in the rear of the shoe department for the customer who must try on his shoes. Do you wonder how it is possible to sell shoes and fit but one out of ten? asks the Cleveland Trade Bulletin.

Space for Seats

Some dealers say that they cannot afford to devote the space for seating facilities. To those merchants we suggest that they note the amount of space devoted by other merchants who pay fifty times the rent for the same size space.

An example of what can be done is presented in a small town having five general stores. Four of these stores have little or no seating space, and the average percentage fitted ten per cent of the shoes sold. The fifth store, not as large as any of the other four, has a separate room for shoes with six benches and a spacious square neatly carpeted. Fifty per cent of the shoes sold are fitted. It is needless to say that this store does a much larger business, even on a smaller stock.

Customers the Same Everywhere

Mr. Retailer, customers are the same everywhere. There are just as many bones in the feet of your patrons as in the feet of customers in other communities. It is just as important that you do what you can to cover their feet comfortably as it is in any other section or state. The only difference is that your customers will show their appreciation more quickly if you but give them the opportunity.

One reason given for the great majority of shoes not being fitted is that mothers buy shoes for children or other members of the family who are not present. The dealer cannot or should not refuse to sell these shoes, but he can suggest that the next time it would be better to fit the shoes properly.

By using a little diplomacy he can convey the idea that shoes wear better, and that comfort and beauty in footwear can be added without extra charge if he is allowed to fit

the feet properly. A repetition of this suggestion will soon educate at least a portion of the customers.

Measuring Devices

Some stores make good use of the size stick or other foot measuring devices; not only to assist in fitting the feet properly, but to create an impression of professional ability of the salespeople. The profusion of measurements made by tailors will not infrequently influence a customer to imagine he cannot wear a ready-made suit. Your personal foot measurement operations can influence trade to purchase shoes from you solely for that reason.

An excuse once given for not fitting customers was that sizes were plainly marked. The French size system has eliminated this difficulty and is not only a friend of the dealer, but a blessing in disguise to the customer. While it is not necessary to deceive customers, most shoes can be fitted without referring to or mentioning the size.

Knowledge of Sizes

There are customers who, perhaps, would not accept a shoe which fitted them properly, if they were aware of its size. A woman may imagine she can wear a four when a six would fit better. If she can draw on a four EE it is useless to argue that a 6 C is but one-half size larger in width, and that the ball of her foot is in the right position. However, if she is fitted without size being referred to, the size 6 C is the size the merchant should sell her.

There is, of course, the man who buys the plain toe shoe and fits it by pressing down in front of his large toe. Unless the toe comes very close to the end of the shoe, he insists that the shoe is too long, regardless of the position of the ball of his foot in the shoe.

You might spend an hour arguing with him trying to explain the reason his old shoes are so badly misshapen without accomplishing your purpose. Shoes with tips and strong boxings enable the shoe retailer to better fit the feet.

Misses and Children

Then there is the mother who will buy an 11 E because a 12 D which would readily fit the child better costs 25 cents



THE ATTRACTIVE BOOTH OF THE MINISTER MYLES SHOE CO. AT THE CANADIAN NATIONAL EXHIBITION, TORONTO.

more. A great many stores are adopting the policy of averaging children's and misses' sizes, quoting one price for both. This eliminates the difficulty experienced at the size 11½ break and enables the retailer to fit children properly with the size shoes they should wear.

For a very good definition of "a fit" the following will answer: "The last of similar lines to the foot to be fitted; snug in the heel; full enough in the ball not to cramp; long enough to give the toes room enough to lay out flat and smooth and close over the instep and in the arch."

Judging the Fit

In fitting feet, do not judge the fit by the difference between the length of the toes of the foot and the end of the shoe, but by the position of the ball of the foot in the shoe. If the ball of the foot rests in the widest part of the shoe, which is usually at the point where the inside part of the sole begins to form the arch, nine times out of ten the length is correct.

The size stick is perhaps the most generally used measuring device; its purpose being to discover quickly the approximate length of the shoe necessary to fit the foot. The size stick will give the correct length of the foot in shoe sizes, the salesman using his own judgment as to the amount of room which should be added to have the foot rest easily in the shoe.

The size stick starts size 0 in infants' sizes at four inches from the heel rest. Each whole size is one-third of an inch, and each half-size one-sixth of an inch.

Measurement of Sizes

A misses' 13½ shoe measures 8 3-8 inches from one end of the insole to the other, so that a stick placed in the shoe so that it will reach from one end to the other measures 8 3-8 inches. A man's size 8½ measures exactly 11 inches inside measurements. To fit a man who wears an 8½ shoe, however, his foot will measure but five or five and a half on the size stick, as there should be two or two and a half sizes play between his toes and the end of the shoe.

Very often in the retail business, especially in the rural districts, parents attempt to fit children or other members of the family without having them present. The measurements on the size stick, if thoroughly understood, will help in this respect.

For instance, the mother says the child's foot measures exactly seven inches and may bring a tracing of the foot. Subtracting the four inches to make the size 0 leaves three inches, and as three sizes make an inch, size 9 would allow the child's foot to completely fill the full length of the shoe. Adding two or two and a half sizes, 11½ would be the size the child should wear in length.

In case a stick is brought which indicates the full length of the inside of the old shoe, this will be easier. For instance, the stick measures 8 inches in length. Subtract the four inches which makes the size 0 and which leaves four inches; multiply these four inches by 3, the number of sizes in an inch, which gives approximately size 12—the length desired.

Very often no sizes or measurements are brought; the mother depending upon her knowledge as to the length of the child's foot, and expects to tell the size of the shoe required by its looks.

Using the Age

Children between the ages of three and ten can be fitted in length by adding four to the age of the child. The average child three years old will wear a size 7; the average six year old child will wear size 10; the average ten year old child will wear a size 10 plus 4 which is 14, or a size 1. These measurements, however, are but approximate.

Customers should be induced to see the advantage of fitting feet in the store. With all the lasts, widths and sizes now being made by manufacturers, the dealer should take advantage of the fact that shoes are being made to fit

every foot. If he succeeds in educating part of his trade in being fitted in the store, these customers will soon tell others, and it will not be a great while before the percentage of shoes not fitted will be greatly reduced.

New Shoe Factory for Berlin

A new organization in Berlin, Ontario, is the W. E. Woelfle Shoe Co., Limited, who will conduct a jobbing business and intend in the near future to erect a factory. They have been appointed selling agents in Ontario, west of Kingston, for the A. P. Cimon Shoe Manufacturing Co., of Montreal, makers of men's and women's welts and McKays. L. B. Hutchison will represent the W. E. Woelfle Co. east of Toronto, A. A. Armbrust will take southern and western Ontario and Mr. Woelfle himself will look after north western Ontario. All are experienced salesmen and favorably known to the trade.

Mr. Woelfle is the president and manager and Mr. Armbrust secretary of the company, which is capitalized at \$40,000. A site for the factory has been purchased on Wilmott Street, Berlin, near the new million dollar plant



W. E. WOELFLE
President



A. A. ARMBRUST
Secretary

for mechanical goods of the Canadian Consolidated Rubber Co., work on which is now going ahead rapidly. At the beginning of the new year, construction will start on the Woelfle factory which will make specialties in footwear and will have an equipment capable of turning out from 800 to 1,000 pairs per day.

Mr. Woelfle is a Berlin boy, born and bred. He has had twenty years' experience in the shoe business. He took his first position on the road with the Alpha Chemical Co., of Berlin, and traveled a couple of years for shoe polishes. He then joined the selling staff of Charles A. Ahrens and Co., of Berlin, and opened up the Western Provinces as well as British Columbia for them. He also did considerable selling in the east for the same firm. After four years' service he was with F. J. Weston & Sons, Toronto, until he became manager of the London branch of the Berlin Rubber Co. He was later with Robinson & Lindsay, of Toronto, and four years ago became sales manager of the Kaufman Rubber Co., of Berlin, with whom he remained until a few weeks ago, when he resigned to go into the shoe business on his own behalf. There is not a town of any importance in Canada in which Mr. Woelfle has not sold shoes. His connection and acquaintance is wide and well established. He enjoys the esteem of many members of the trade who will wish him and his new enterprise every success.

His partner, A. A. Armbrust, is also thoroughly experienced in the shoe line, his father being one of the originators of G. V. Oberholtzer & Co., of Berlin, the firm at the time of its inception, being known as Oberholtzer and Armbrust. For fourteen years he has represented this concern on the road, covering south western Ontario. He is a clever salesman and after business all the time. He is a native of Berlin, which is rapidly becoming a big, busy shoe manufacturing centre. The new factory of the Woelfle company will add considerably to the life of the new city.

Many Attractive Displays at the Canadian National

Booths, Bright and Original, in which Shoe Houses, Polish People, Findings Dealers and Rubber Shoe Makers Made Their Products More Widely Known to a Million Delighted Exhibition Visitors

There were several shoe firms, findings houses, tanners, rubber footwear manufacturers, and polish people, who had attractive booths at the great Canadian National Exhibition, Toronto. These stands were of much interest and a source of instruction to thousands of visitors, for the big exposition annually draws an increasing number of shoemen from all parts of the Dominion, as well as members in other lines of trade.

Much time, money and effort were expended in the decoration of the booths, and the displays of those connected with the footwear business did not suffer in comparison with the results put forth by any exponents of other mercantile interests. The Fair becomes each year bigger, broader and better from every standpoint. Its educative and interesting features in every branch are being more thoroughly enjoyed and appreciated, and reflect the progress and expansion of Canada in a comprehensive way more than any other institution of the present day.

Tan That Will Not Stain

The Minister-Myles Shoe Co., Toronto, made a showing in the shoe line which reflected much credit on the enterprise of the firm. Four new lasts for men have been put in for spring, and five for women. Several have the short, receding toe, others are medium high and some rather full and round. In women's low cuts there are seen some novel things in pumps and oxfords. Pumps with Colonial buckles and tongues, carrying the new horseshoe heel, are seen in a variety of leathers. The torpedo buckle and rosettes in silk and chiffon are some things refreshing in the shape of a forepart decoration. The torpedo is shown on an all patent pump with a rather pointed, receding toe. A patent, six-eyelet oxford, with grey silk cravenette top, is very natty, and another eight-button with patent foxing and matt calf top is a favorite. The new non-stain or Ferro tan, of which several samples are made, is one of the leading creations in leather, and is guaranteed not to soil. Any blemish can be very easily washed off with soap and water. This leather should prove a big seller. In women's a number of bals are displayed with the receding toe and horseshoe heel, while the range is strong in buttons in tan, gunmetal, patent and other leathers. There are choice eight-button oxfords and eight-eyelet oxfords for women. For men there are several button oxfords, in three, four and five-button styles, and the firm believe there will be a pronounced demand for them this season. Button high cuts for men are also shown. Heels are lower and there are few scolloped effects on the tips. Plain, simple, smooth shoemaking makes the line very attractive. "The rocker" is shown in men's. One full, wide toe, medium high, is calculated to appeal, especially to the young men. The Vassar shoe, for women, and the Beresford, for men, were widely advertised by means of tapelines, thimbles, needles, buttonhooks, etc. C. F. Schuszler, city traveler, was in charge of the fine exhibit.

Some Fashionable Footwear

The Relindo Shoe Co., Toronto, made a fascinating display of spring and summer styles of footwear. A new pump last with a rather full round toe is decidedly smart. A tan pump with suede quarters and Cuban heel, and a patent pump with white Kangaroo quarters are novelties which won much admiration. The collection embraced pumps in tan, gunmetal, patent, velour, suede and other leathers. Buckles play a fetchy part in the ornamentation, with the Colonial tongue or tab. The buckles are oxydized, steel, silver, gilt, pearl, bone, celluloid, etc., some leather and ribbon filled. Other showings in low cuts were an all-patent, five-button oxford, and a five-button tan calf oxford, with tan and black stripe top and Cuban heel. In lace oxfords, two, three, four and five eyelets are displayed in gunmetal, patent, velour, kid and tan. Other smart low cuts

were pumps with wooden heels, imitation turn, in silk, satin, white buck, tan suede, pearl grey suede, patent and kid, with short, receding toe. The new stage last in pumps is becoming and dressy. In button boots the lines carry from fourteen to eighteen buttons, and the three-quarter Napoleons are also winners. A number have the new receding toe. Heels are slightly lower than last season. A tan ooze with pearl grey buttons and a pearl grey ooze with black buttons are very chic. Another is a white buck three-quarter Napoleon. The whole range is strong on button shoes. They all have steel shanks and cork-filled soles. The Relindo samples are the finest and most replete ever turned out by the house. The display was in charge of G. J. Colling.

Sole Leather to the Front

Most artistic and unique was the booth of the Anglo-Canadian Leather Co. It was in the shape of a pagoda, the roof and supporting pillars being of hemlock bark, which is so largely employed in tanning the Maple Leaf brand of hemlock sole leather. The flooring was of hemlock bark, adding to the effect of the surroundings. There were five hundred sides, bends and backs, in hemlock and oak sole leather, and the entire lot was sold to Charles Tilley and Son, Toronto. There was also shown Maple Leaf tap soles and top lifts for repairing. An educative exhibit was that in glass vessels of hides in different processes of tanning, from the soaked stock to the finished leather. Various tanning materials and extracts were also on view. The Anglo-Canada Leather Co., who are the largest exclusive tanners of sole leather in the British Empire, have tanneries at Huntsville and Bracebridge, and offices in Toronto, Montreal and Quebec. In front of the pagoda was a splendid pair of Texas steer horns. A bull moose head, with a sixty-two-inch spread of horns, attracted the curiosity of many American visitors, who inquired if "Teddy" Roosevelt was anywhere around the place. Deer heads were also hung in front of the booth, and surmounting the structure was a silk Union Jack, kept fluttering to the breeze by means of two electrically driven fans. Each policeman on the ground, according to the usual custom of the company, was presented with a pair of tap soles. A bag of Valonia oak nuts from Italy and another of Myraboam nuts from India aroused not a little interest. W. J. Baggs, Western Ontario representative of the company, was in charge of the exhibit.

Harness and Findings

Beal Bros., Limited, Toronto, had a fine display under the Grand Stand. It was attractively gotten up, and on the walls of the booth were hung collars, heavy and light harness, harness parts, in fancy trimmings and new designs. The harness was made at their own factory, 52 Wellington Street East, while the leather was tanned in the tanneries of the firm at Uxbridge. In a large display showcase were a full range of custom boot and shoe uppers, fishing boots, leggings, and oil tan moccasins. There were also several sporting boots, with oil bottom, soft grain leg, solid leather sole, and double hand sewn, each pair of which was equipped with the firm's patent heel. The display was in charge of William A. Beal and A. Hyfield, who looked well after the interests of the firm.

A. R. Clarke & Co., Toronto, occupied a large space in the Manufactures Building. On oak frames were shown splendid samples of chrome tan sheepskin, Indian tan buckskin, patent colt skin (for which the firm is celebrated), Peccary hog skin, from Mexico, and chrome tan horsehide. The walls were covered with fine samples of wannigans, largigans, moccasins and sheep-lined driving socks, gloves and mitts. These were seen in horsehide, burro, sheep skin, pig skin, Peccary hog, and other leathers. Leather reversible coats, corduroy coats and pants, mackinaw coats and pants,

duck coats and pants, reversible vests, lumbermen's socks, half-hose, three-quarter hose, sweater coats, woolen gloves and working shirts were also shown. In the centre of the back wall was "A.R.C. Brand," electric lighted, which means that this brand reflects quality. The exhibit was in charge of T. Trickey and C. J. Pattinson, members of the traveling staff of the company, whose goods are sold everywhere.

The Maltese Cross Rubbers

The Gutta Percha and Rubber Manufacturing Co., Toronto, occupied one of the most prominent positions in the Manufactures Building, and their exhibit was a delight to many friends and patrons. At either end of the walls was a huge Maltese Cross, the name of the brand of rubber footwear, and in the angle was an illuminated rubber heel. Two giant boots, each about four feet high, stood on the ledge. The floor was covered with Maltese Cross interlocking rubber tiling. Last year the walls were made to represent a model shoe store, with uniform cartons and universal labels, all filled with rubber footwear. This year a change was made, and the mural decorations consisted of firemen's supplies and requisites and general mechanical goods. There was a life-size figure of a fireman fully equipped with rubber clothing handling a line of hose and nozzle. An object of interest was a huge rubber plant. In a showcase, placed diagonally across the booth, was shown rubber footwear of all kinds, some novelties being exhibited. One was a green rubber with white tip and binding, white sole, white heel. There were also tan and white rubber shoes, lumbermen's shoes, leather top boots, gum stock, tennis shoes, and other lines. The company manufacture nearly eleven hundred distinct and separate styles of rubber footwear. In a miniature showcase were diminutive specimens of all the shoes, which attracted no little attention. Other goods shown were Maltese Cross rubber heels, twenty different brands of fire hose, the multi-ped water hose, and rubber belting, sheeting, packing, matting, motor tires, etc., couplings, nozzles, etc. The exhibit was in charge of W. H. Alderson, sales manager of the mechanical goods department.

The Nugget Polish Co.

The Nugget booth was again much in evidence in the Process Building. There was the Nugget waterproof black polish as well as the tan, Nugget creams, Nugget white cleaner, and Nugget combination sets. On a glass case were boots of all kinds, demonstrating the brilliancy and waterproof qualities of the polishes. Many souvenirs, in the way of pencil boxes, buttonhooks, thimbles, etc., were given away with each tin of polish sold, and a record business was done every day. Free shines were a feature of the exhibit, and many took advantage of the generous offer. The large size tin has caught on and orders were never as large as they have been this fall. The exhibit was in charge of W. F. McNeill, Canadian manager of the company, assisted by L. R. Howard. The walls of the booth were liberally decorated with appropriate advertising literature, setting forth the merit of Nugget polishes and the fact that they will not freeze, are free from acid of any description, and add to the wearing qualities of the leather.

In the line of polishes, Peters' polishes were also to the forefront in the Process Building. They are manufactured by Peters Polish Co., 617 Queen Street West, Toronto. Black and tan pastes, black and white creams, tan combination and tan cream in jars were artistically displayed. Furniture, metal, harness and shoe polishes, all made by the firm, were on view, and a large sign displayed the fact that the polishes contained no acid. F. A. Fenton was in charge of the exhibit, and distributed cards with the words, "Those who use Peters' Polishes hurry back for more."

The F. F. Dalley Co., Hamilton, Ont., and Buffalo, N.Y., had an imposing booth in the Process Building, setting forth the many good qualities of "2 in 1" shoe polish. Sample tins were freely given away, and the booth was the centre of much interest and attention. Free shoe shines were a feature. The Black Knight stove polish was also well advertised by the company. A. B. Cardona was in charge.

Charles Tilley and Son, Toronto, had a tasty and im-

pressive exhibit in the Process Building. A huge pyramid was made up of their Regent paste blacking, combination sets, nubuck dressing, patent leather creams, tan renovator, and also very large bottles of tan cleaner, all the products of the firm. In a silent salesman showcase at the front of the booth was a nice assortment of infants' soft sole shoes and other findings. The exhibit was in charge of H. Turner. The famous "Mutt and Jeff" puzzles, fans and buttonhooks were given away with each box of Regent paste, and the sales were very gratifying.

For the Foot Sufferers

The Scholl Manufacturing Co., of Chicago and Toronto, were right in the vanguard this year with an instructive and varied display of their celebrated "Foot-Eazer," and other orthopedic appliances. The walls of the space were done in green, and in a large case at the front were seen Scholl's Foot-Eazers, tri-spring arch support, "re-form" arch support, Dr. Hall's Foot-Rest, anterior metatarsal arch supports, anti-bunion spring, bunion right, bunion reducer shield, heel tread cushion, "Fixo" corn plasters, toe rights, and other well known appliances for all pedal ailments. The comfort and ease of these products are so well known that no extended reference is required. They have given foot health and happiness to thousands of delighted users. Free samples were given away of "Footdok," as well as Dr. Scholl's interesting and helpful booklet on the treatment and care of the feet and other illustrated literature, proclaiming that Scholl's Foot-Eazer instantly relieves all foot troubles, brings rest and peace to the body and mind, and does just what its name implies, "eases the feet." The exhibit was in charge of E. B. Landon, J. M. Salomon, and W. J. Lloyd, who gave many special demonstrations of the uses of the Scholl appliances, which have such a wide sale in Canada and the United States.

The Canadian Arrowsmith Co., whose factories are at Morristown, N.J., and Niagara Falls, Ont., had a catchy display of surgeons' foot braces. In all, some fifty styles of arch supports were shown, and the details of each carefully explained to a large number of inquirers and visitors. Demonstrations were given, and an adjusting machine used which makes the supports fit any foot to the nicest degree. The Arrowsmith adjustable arch support and arch props can be heightened, as the condition of those suffering from flat foot and broken down arches improves. A large picture of Mr. Arrowsmith, the inventor, was shown, and the display was supervised by John F. Mader, of Toronto, one of the traveling representatives of the firm.

An Enthusiast in the Selling Game



John G. Settle is a Haligonian. In his youthful days he inhaled the salt sea breezes and waded, bare-footed on the ocean shore when the tide was out. After leaving school he was engaged for some time in a large retail establishment in Halifax, and took his first position on the road as a shoe traveler in March, 1899, just when the Hartt Boot & Shoe Co. started to erect its first factory, in Fredericton, N.B. Until 1906 Mr. Settle covered the Maritime Provinces for the company. Six years ago he was given the territory from Toronto to Quebec, where he has worked up a strong connection, and his business has kept pace with the growth of the company, which, of late years, has been specializing on men's high grade shoes, and catering to a fine trade in Canada, much of which formerly went to some factories across the border. Mr. Settle, when not on the road, spends some time at the factory, helping to get out the samples. He is an ardent canoeist and loves the open air. He is particularly fond of camping and can also take a hand at curling. At English billiards he is an adept, and his home, at 450 Mt. Stephen Avenue, Westmount, contains a splendid table. Mr. Settle has many friends and is well spoken of, not only by his employers, but by the retail trade in general.

Ontario Retailers off to Good Start

(Continued from page 52)

manufacturer, for the fixed price is based on only a fair profit. Merchants as a class are not extortioners. Character should be at the back of business. You and your store have a reputation to maintain for honor and honorable dealing. Trade can be done fair and square and above board. If it cannot be, all business and morals are merely a farce. One result of our efforts has been to make the fakir sit up and take notice, but the trouble is that as soon as one price slasher goes down and under another crops up and takes his place. Wholesalers fix certain prices and when an article, as I have pointed out, is advertised at a fixed figure all retailers can be made to stick to it, and if the producer allows a customer to cut the price, then other dealers can refuse to buy from that manufacturer. You can decide not to handle that man's goods and that will soon bring him to time. I do not disagree with the boycott idea. It is an effective remedy. It is exercised by customers who say they will trade with the other fellow across the street if your goods are not right in quality and price. If the individual consumer can exercise it on the retailer, why not the latter on the wholesaler under certain circumstances.

The Backbone of a Town

"When departmental stores are given cut rates on rubber footwear you, gentlemen, the retail shoe dealers of the province who have a combined buying power far in excess of the catalogue houses, are not treated right and fair, and the name of the manufacturer who follows such a practice should be known. Merchants by themselves can, perhaps, do nothing, but as a unit they can accomplish things. You have a certain influence and status. You are the backbone of a community. Take the merchants out of any town or city and what would be left. You would not want to reside in the place. I know that I would not. You have, through organization, the advantage, experience and knowledge of the Retail Merchants' Association at your back. Other lines of trade have difficulties the same as you shoemen. We fought the co-operation bill, and although it was a government measure, we went down to Ottawa in a body and laid our objections to this dangerous measure before parliament. The result was that the bill was defeated in the Senate. but it may crop up again."

Would Put Both Out of Business

A member asked if the bill would not hurt the jobber as much as the retailer, and Mr. Trowern replied that it would eventually drive both the jobber and the retailer out of business. The trading stamp proposition was another matter or evil that had been wiped out through the influence of the Retail Merchants' Association, which was taking care of the interest of the retail trade. Twenty-nine sections of trade were represented in the Retail Merchants' Association of Canada, and all specific matters affecting each trade were dealt with by the respective sections. One merchant had recently told the speaker that he had saved a thousand dollars in hard cash last year by being a member of the Association. At one of the first meetings called to form a certain section, Mr. Trowern said only two men had gathered, but they discussed ways and means, and to-day that section was one of the most aggressive of any in the whole province, and its work was well mapped out. It would pay the shoe dealer much better to attend occasional meetings where live issues were discussed than it would be to stay in his store. In conclusion Mr. Trowern enlarged upon many other objects of the association, and expressed the belief that the shoeman would be able to do much to raise the standard of retailing, overcome trade abuses and secure just and equitable prices on all classes of staple merchandise. Friendly relationship and good fellowship among the trade would be developed and many matters

that required adjustment among manufacturers, wholesalers and retailers would receive prompt attention.

Shoddy Causes Foot Evils

Mr. Joseph Johnson made an appreciative reference to the good work of the Retail Merchants' Association, and said that Mr. Trowern had always stood by them. He had been the means of collecting much information and sifting out facts which were sent to the trade for their instruction. The shoe men, like others, had their troubles, but brighter days were in prospect for them. He had been in the retail business twenty-one years and has served an apprenticeship of several years in shoemaking in the Old Country. "The main thing," said Mr. Johnson, "is to get matters down to rock bottom. I believe in handling good, reliable, solid leather goods. I admit that I have a few shoddy shoes in my store, but I tell you, gentlemen, that I hate them like I hate the devil (laughter). I would sooner pay 20 or 25c. more per pair and have solid leather counters and insoles than I would leatherboard and composition which will not absorb the perspiration of the foot, gets out of shape and wears or rubs away. I tell you that there are more foot troubles caused by shoddy insoles and counters than from any other cause. I am a practical shoemaker and I know what I am talking about. I believe in giving an honest shoe, and selling it at a fair square profit. I would also like to see the same grade of shoes sold at the same price in every section of the city. The man on Yonge Street has to pay out more in rent and wages than the residential shoeman, but look at the extra volume of trade that he secures. This more than balances his other expenses. For eight or ten cents difference a shoe with solid leather counter and insole can be made, and I am certain that any reputable dealer would rather pay the difference for a boot which he conscientiously can recommend to the purchaser. The high cost in shoes which we are hearing about so much to-day comes, in my opinion, from too much warehousing and checking expenses. In fact this system of red tape business is carried out from cutting room to finishing room on an elaborate plan. Here's where the big outlay comes in and still there are many mistakes. Another thing is there is too much shoddy in women's heels. The result is that after the first two or three top lifts are worn away it is impossible to put on a rubber heel that will stay satisfactory without putting on some leather lifts."

The Mutual Conference

Several resolutions were then introduced and the gathering adjourned till the afternoon, at which there was a general discussion which was both pleasant and profitable. In the evening a number of wholesalers and manufacturers met the newly elected officers and a committee of retailers and considered with them some questions on which the executive will decide and take action later.

The following officers were elected: Chairman, T. H. Bigwood, Toronto; 1st vice-chairman, F. Kibler, Berlin; 2nd vice-chairman, A. R. Trudeau, Toronto; treasurer, A. Wellwood, Toronto; secretary, E. M. Trowern, Toronto; auditor, W. C. Elliott, Toronto.

Among those in attendance were: G. R. Christie, Aylmer; Fred R. Foley, Bowmanville; J. F. Humphrey, Oakville; Geo. H. Kembar, Creemore; F. C. Taylor, Ottawa; James C. Ferguson, Renfrew; H. Barringer, Port Rowan; F. Kibler, Berlin; W. J. Bartlett, Brampton; T. H. Bigwood, W. C. Bartlett, Jos. Johnson, Geo. Ar buckle, A. R. Trudeau, Chas. W. Elliott, W. C. Elliott, A. Wellwood, Ed. Cook, Toronto, and others who dropped in for an hour or more at the various sessions during the day.

Resolutions

The following resolutions were adopted:

That it is the opinion of the retail boot and shoe dealers here assembled, that a great many of our trade

troubles and requirements can be more easily and properly adjusted through the organization of the Retail Boot and Shoe Trade, than by any other means, and

Whereas, there are a great many general retail trade matters, some of which require legislative action in addition to those that affect out trade directly, in which all retail merchants have a common interest, and in which we, as retail merchants must all act in unison, and with one accord, and towards which we should all financially contribute.

Therefore, we believe that the trade interests of every retail boot and shoe dealer will be better taken care of by and through the formation of a Boot and Shoe Section of the Retail Merchant's Association of Canada than by any other means, and especially as the said Association has secured a special Dominion charter under which we can improve our trade conditions in a manner in which it could not be done in the past.

Be it, therefore, resolved that we form a Boot and Shoe Section of the Retail Merchants' Association of Canada, and we desire and urgently request all retail Boot and Shoe Dealers to unite with us and become members of the Boot and Shoe Section of the Retail Merchants' Association of Canada, which is incorporated by special act of the Dominion Parliament.—Adopted.

Selling at Fair Profit

That it is the opinion of this meeting that the time has arrived when we as retail distributors of boots, shoes and rubbers and footwear sundries should not handle any staple lines without having a fair profit on the same, and that some definite action be taken at this meeting to discontinue this practice.

It was decided after some discussion, to confer with manufacturers and others and learn their views.

A Job at Jobbers

That it is the opinion of this meeting that it is not in the best interests of either the wholesale or the retail trade that wholesale merchants should sell goods to the public at retail, and we, therefore, agree to take such action as will endeavor to have this system stopped.—Adopted.

A Job at Retailers

That it is the opinion of this meeting that it is not good business policy for the retail trade to send their customers to select goods for their own use from wholesale houses or manufacturers.—Adopted.

Cartons Should be Uniform

That we are of the opinion that it would be a great convenience to the retail trade, and a great advantage to the wholesale trade if manufacturers adopted a uniform size of carton and made them stronger.

It was adopted and a conference will be held with manufacturers to arrive at a definite basis of understanding regarding height and width.

No Special Privileges

That this meeting is in full accord with the resolution passed by this Association opposing the Government giving any special advantages to mail order and catalogue houses, which will be detrimental to the retail merchants in the local cities and towns.—Adopted.

Half-holiday Move

That this meeting consider a resolution that has been passed by the Boot and Shoe Section of the Toronto Branch of our Association, asking for legislation making it compulsory to have all retail stores closed on Wednesday afternoon during the year.

Referred to the provincial convention of retail merchants to decide.

Working Hours for Women

That whereas local conditions cause us to close our stores at various hours during the day, therefore we consider that the Provincial Act regulating the hours of employment for female help in our stores whereby we are not allowed to employ females after six o'clock on any night in the week excepting Saturday night, or nights before a public holiday, is inconvenient, and not consistent with the general trade conditions, and we therefore ask that the working hours per day be left so as to be mutually arranged between employer and employee.

No action taken.

Credit Reporting System

That it is the opinion of this meeting that it would be a great safeguard to those members of our Association who give credit if a credit reporting system was adopted that would operate throughout the entire Province.—Adopted.

Leave Us Out They Say

That this meeting endorses the action of the Ontario Provincial Board of our Association in requesting the chairman of the Special Committee on the Employees' Compensation Act, which has been appointed by the Ontario Provincial Government to leave retail merchants out of its operations.—Adopted.

REMARKED ON THE SIDE

The new trade organization is a husky youngster.

The new organization has elected W. C. Elliott as auditor. Mr. Elliott is associated in the shoe business with his father at 320 Danforth Ave., Toronto.

Those firms which make retailers market a commodity at a certain fixed selling figure, so that everybody is treated alike, came in for considerable praise.

President Bigwood is an enthusiast—the right man in the right place. When Joe Johnson opens out in a speech there is something doing. He never minces matters.

To travel from Renfrew, Port Rowan, Ottawa, and other towns to be present at a convention, as several of the dealers did, shows that they are animated by the proper spirit.

"I would like to see retailers agree upon a uniform price for repair work and stick to it," declared a delegate. "It would make matters better in every town, and ensure a fair profit on all jobs."

When the resolution came up in reference to all stores closing on Wednesday afternoon the year round, it was explained that this would be impossible, owing to the fact that Wednesday was market day in certain towns.

In the discussion on the rubber problem instances were narrated by several dealers where departmental stores were selling rubber boots to the public at a less figure than the retailer could obtain the goods wholesale. The new organization intend to put a stop to this practice, if possible, or cut out certain firms.

The necessity of having a uniform carton was emphasized. Instances were given where boxes would not fit the shelving, owing to different dimensions, and still other instances were furnished where the cartons were so flimsy that they were broken at the ends and sides before taken out of the packing cases.

E. M. Trowern, secretary, declared that honor counts among merchants, when they are banded together and bound by an agreement, but as individuals—well, many a man will forget his word. "We might meet here," he said, "and enter into an agreement to sell a certain article at a certain price, but I bet that within five hours after the company separated

there would be someone who would break faith. It is for the manufacturer, therefore, to fix the selling price, and he can do it. He holds the key in his own hands."

There seemed to be a general agreement that the wholesaler disposing of shoes to those who are not in the trade, and the retailer sending customers down to the wholesaler with an order were doing wrong. A resolution will be passed by the executive, in which the practice of wholesalers selling to anyone other than members of the trade will be deprecated. The jobbers will have this printed rule placed on the walls of their warehouses. There seems to have been offences and laxity on both sides, and it is likely that lines will be more rigidly drawn in the future.

Whether the rubber manufacturers will agree to issue catalogues, in which the retail price only shall be given on every line, giving a profit of 50 per cent. on the cost price and 33 1-3 per cent. on the selling price, is a question. During the afternoon considerable time was devoted to the discussion of handling rubber footwear. The fact that prices are not maintained on certain lines of polishes, and that tins are made of a special size, in order to fool the public, was condemned. One polish company, whose products are sold at the same price from one end of Canada to the other, was highly commended for its fair spirit and impartial dealing with the trade. A letter will be sent to the company to this effect.

All liars are not behind the counters, although the public may think so. One delegate told of a woman who walked into a store in a certain town and asked the price of an article, said that was too dear, and "she could get the same thing at Brown's, across the street, for considerably less." The merchant happened to be a particularly good friend of Brown, and said, "Very well, I will go across with you. I would like to obtain the same article myself at the figure you name." Did the woman go? Not a bit of it. And yet she was the wife of a government official, who, while seeking to feed fat at the public exchequer endeavored to screw a merchant down to the last cent. Here was a case of a liar in front of the counter, and there are many of them.

The manufacturers of certain cereals, a well known brand of fountain pen, and a widely advertised razor were commended for the way in which the selling price of these articles were fixed, and no one can buy these goods cheaper from one man than from another. In talking over the rubber footwear situation, one visiting retailer declared that he did not care who sold rubbers, so long as they had to be retailed at a certain figure; even if a blacksmith went into the business he would not object. Then, too, the shoe dealer wanted to know why the departmental store was receiving a bigger discount than the ordinary retailer, whose combined purchasing power was far greater than that of the departmental outfits..

Eastern Shoemen Meet

Boot and shoe manufacturers and wholesalers of that line in the Maritime Provinces met in Sackville, N.B., and made preliminary arrangements for a business agreement. They will meet again in St. John this month to complete the arrangement.

The concerns represented were:—Waterbury & Rising, J. M. Humphrey & Co., St. John; L. Higgins & Co., Moncton; H. H. Crosby, Yarmouth; Robt. Taylor Co., Halifax; Amherst Boot and Shoe Co., Amherst; Standard Mfg. Co., and A. E. Wry, Sackville.

The object of the meeting was to reach a common agreement in matters of term discounts and other details of trade, as well as to consider conditions created by the greatly enhanced cost of production of footwear. No agreement was reached as to an increase in the selling price of footwear, although that matter was discussed. It was stated that in the past ten years the salaries of travelers, warehouse and office staffs have about doubled. The wages of factory employes have greatly increased and the cost of hides and leather has gone up, so that an advance in retail selling

What Successful Salesmanship Means

By Joseph Basch

A salesman is the centre of activity in any retail business.

He is the visible representative of the store, and stands between the management and the customer.

Stores are judged by the impression created by individual salespeople.

A successful salesman knows his business so thoroughly that he has the respect and confidence of his customers, speaks with authority, and commands the situation.

Unless a capable salesman is connected with the proper sort of concern his capability will never develop into real breadth.

A good salesman endeavors to make sales that will be permanently satisfactory to the purchaser.

He must be genial, attentive, and respectful, but not subservient.

Good health is one of the most important requisites of successful salesmanship.

Every salesman needs recreation, but it must be sane recreation—the kind that will add vitality, and not sap it.

In addition to all this every successful salesman must have intelligence honesty, faithfulness, good nature, tact, courtesy, and patience.

prices is inevitable in the near future.

The Hartt Company of Fredericton were not represented at the meeting, and it was stated that they are not interested, for the reason that they manufacture a line of goods that those in attendance are not handling and also that the Hartt trade is largely in the West.

The meeting was the first successful effort of the boot and shoe men to get together, other attempts having proved unsuccessful.

Personal

A Few Daffodils Based on the Names of Well-known Shoemen in Ontario.

(These are the product of a shoe traveler who went to a well known Lake Ontario summer resort for a holiday, and whose "think-tank" was probably "turned" by the excessive solitude. Had nothing to do but sit on the hotel verandah and think. Know the place?)

If H. B. McGee is 6 feet tall, is Minister Myles?

If Jas. Buchanan didn't pay his hotel bill would Jack Settle?

If Clem. Coles was called old, is Jno. Agnew?

If Jno. Dugan got very rich would W. G. Begg?

With Berlin so close to Guelph do you think is W. J. Thurston?

If Geo. Hoyt never went to school can E. P. Reed?

If Bert Abernethy left his door open would Garry Lockett?

If Steve Stanzel took anything would J. J. Steele?

If Jas. Ferguson dressed a dummy for his window would W. G. Draper?

If Jack Wallace closed up shop would Billy Grieve?

If Herb Gilhooly is bald headed is D. W. Downey?

If C. E. Smith went to church would R. Neill.

If Bob Chalue is pretty dull, is Frank Sharpe?

If Burns Shoe Co. was wrecked in Lake Ontario, would John Bale?

Some Interesting News Notes for Shoe Retailers

James Scott, shoe dealer, Galt, has sold out.

F. Durand, shoemaker, of North Bay, has sold out.

R. J. Tobin, of Galt, has gone to Western Canada with a full line of Eclipse shoes.

M. Deshaies, shoe maker of Becancour, Que., suffered loss in a recent fire.

J. Moore of Moose Jaw, Sask., has added a line of boots and shoes to his business.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, was in Toronto this week.

Messrs. Campbell and Garret are opening a boot and shoe business in Cranbrook, Man.

J. M. Petermann, western traveler for Thompson Shoe Co., Montreal, left on his spring trip last Saturday.

J. A. Miller, of James Linton & Co.'s Winnipeg branch, was in Montreal recently on a business trip.

C. C. Cronk & Co., shoe dealers, of Moose Jaw, Sask., have been succeeded by H. N. Carswell.

The shoe stock of the late J. N. McArthur of Swift Current, Sask., has been sold to E. Delaney.

Mr. Fitzgerald, Jr., son of C. J. Fitzgerald, London, spent a few days among the shoe trade this week.

W. Taylor, Jr., of Parry Sound, manufacturer of shoe packs, paid a visit to Toronto during the past week.

C. F. Bremer of C. A. Spencer and Son, Boston, tanning extracts, was in Toronto last week on business.

Jas. Valentine, of Valentine & Martin, shoe manufacturers, Waterloo, Ont., was in Toronto this week on business.

A. Coleman, of the United Shoe Machinery Co.'s staff, Montreal, has been spending his vacation in Boston, Brockton and Lynn.

K. J. Quinn and David Farnsworth of Boston, well known to Canadian shoe men, were in Montreal recently for a day or two.

W. T. Fegan, proprietor of the Big 88, Queen Street, Toronto, has returned, after spending a holiday at Jordan Harbor, Ont.

Chas. Palmer, of the John Palmer Co., Fredericton, N. B., was among the members of the trade in Toronto during Exhibition week.

H. B. Ohrt of the Relindo Shoe Co. staff of salesmen, left last week for Western Canada with a full range of spring samples.

"Pete" Cowan, representative of the Brandon Shoe Co., Brantford, has left for the West with a full line of spring and summer samples.

S. Denby of Storey and Campbell, wholesale leather, Vancouver, B.C., was among the many visitors to Toronto during the Exhibition.

N. MacFarlane, of the MacFarlane Shoe Co., Montreal, has returned from a successful business trip from Winnipeg, and other points.

W. E. Burke of the Board of Trade, Moose Jaw, Sask., was in Toronto calling upon several dealers in leather and shoes during the past week.

The Parsons Glove Co. of Snohomish, Wash., are building a glove factory in Huntingdon, B.C. They are manufacturers of loggers' gloves.

Harry Adams, representing Slater Shoe Co., in Saskatchewan, left for the West recently, and is now hustling over his territory as efficiently as usual.

J. G. McDiarmid, Western Canada representative of the Cook-Fitzgerald Co., has left Toronto for the Prairie Provinces, with a fine line of spring samples.

Alex. Chisholm, chairman of the Toronto Shoe Re-

tailers' Association, has returned after spending a pleasant holiday at his summer cottage at Bala, Ont.

William A. Marsh, of the W. A. Marsh Co., Quebec, was in Toronto for a few days last week. He has just returned from a trip to Winnipeg and the West.

W. C. Meyers, of Toronto, representing the Rideau Shoe Co., of Montreal, is now on a trip throughout the Western provinces, with a complete line of samples.

J. Holtz, superintendent of the Kimmel Felt Co., Berlin, and F. Daub, superintendent of the McKellar Shoe Co., Berlin, were recent visitors at the Toronto Exhibition.

Earl Damer of Vancouver, B.C., is visiting several of the large centres in Eastern Canada for the purpose of acquainting himself with the manufacture of footwear.

W. D. May, of George May & Son, wholesale leather dealers, Ottawa, was in Toronto this week on his way home from a trip to the Pacific Coast. He was accompanied by his wife.

J. W. Arrowsmith, head of the Arrowsmith Mfg. Co., of Morristown, N.J., and Niagara Falls, Ont., was an interested spectator of many exhibits at the Canadian National Exhibition.

E. F. Leonard, president of the Superintendents' and Foremen's Association, Montreal; and L. B. Fargo, of the Slater Shoe Co., Montreal, have been spending a few days at Caledonia Springs.

The Avenue Shoe Co., of Winnipeg, have entirely remodelled their store and put in a fine new front, while new fixtures have been placed in position. The establishment is certainly an inviting one.

J. Des Laurier, who covers part of Montreal for Thompson Shoe Co., was in Quebec for a few days last week helping a prominent retailer there to celebrate the 21st anniversary of his wedding.

J. A. H. Junker, leather and findings dealer, Pittsburg, Pa., was among the American guests who took in the Canadian National Exhibition.

Fred. C. Taylor, shoe dealer of Ottawa, formerly of Toronto, spent a few days renewing old acquaintances and attending the Canadian National Exhibition.

G. J. Colling is now representing the Relindo Shoe Co., Toronto, west to Sarnia, north to Orillia and east to Peterborough. He was for some time city traveler for the company.

Percy King, formerly with the Aylmer Shoe Co., Aylmer, has decided to enter the retail business and has opened out a new footwear establishment in the stand lately occupied by H. L. Stratton in that town.

The Weiner, Presner Co., of Dryden, Ont., recently assigned, and tenders for the stock are being received by C. H. Newton, of Winnipeg, the trustee, up to Sept. 9. The stock and fixtures amount to \$7,015.

D. D. Hawthorne, wholesale shoeman, Toronto, who was operated upon three weeks ago for appendicitis, is making good progress toward recovery, although he will not be able to leave the hospital for some days yet.

Messrs. Schell and Rheims of Listowel, Ont., have sold their boot and shoe business to Stewart Tassie of Dresden. Mr. Tassie was formerly in the boot and shoe business and sold out to H. Karges about two years ago.

J. M. Douglas, M.P., announces that the \$30,000 factory and tannery of the Edmonton Leather and Shoe Company will be operation early in January. The company is capitalized at \$100,000. A. C. Todd of Meaford, Ont., is president.

Alex. McLaren, a young Scotchman, who has been earning a precarious livelihood in Calgary by shining shoes, has

been advised by a firm of Vancouver lawyers that he is heir to a fortune of \$100,000 and will leave for the Coast city to become possessed of his legacy.

A. F. Stanley has been appointed manager of the W. A. Marsh Co., Western, Limited, Winnipeg. He succeeds M. C. Mullarky. Mr. Stanley has resided in the West for five years, and previous to that was in the office of the factory in Quebec City for a number of years.

Dr. W. M. Scholl, Chicago, head of the Scholl Manufacturing Co., was a visitor to Toronto during the past few days, and an interested visitor to the Canadian National Exhibition, where the Canadian factory made a highly creditable display of orthopedic foot appliances.

H. B. McGee, representing the Minister, Myles Shoe Co., Toronto, left this week for an extended trip through Quebec and Eastern Ontario, equipped with a fine new range of spring samples, while E. L. Lynch departed for the Prairie Provinces in the interest of the firm.

H. W. Davidson will cover British Columbia and Manitoba for Macfarlane Shoe Co., Montreal, this season. This knight of the grip was formerly with Jackson and Savage, and last season represented Ames-Holden-McCready. He is now in his new territory hustling for business.

F. C. Smith, formerly Canadian representative for Latimer Bros., New York, will handle the Slater Shoe Co.'s lines in Manitoba this season, and Herman Smith, who formerly "did" the Ottawa North Shore for Ames-Holden-McCready, will be out in Eastern Ontario for the same firm.

Robert J. Spratt, a shoe repairer of St. Catharines, Ont., has had word of the death of an uncle in Australia, who has left him by his will, 150 acres of farm land worth \$30,000. Mr. Spratt is selling out his business, and will go as soon as possible with his family to take possession of his inheritance.

John Farewell, of D. D. Hawthorne & Co.'s staff, Toronto, who is the oldest shoe traveler on the road in point of years of service, left this week for Winnipeg, where he will spend a few days with his son, D. L. Farewell, Western representative of the Hartt Boot & Shoe Co., Fredericton.

H. D. Mewhirter has been appointed acting manager of the Winnipeg Rubber Co., owing to the death of A. A. Andrews, former manager and vice-president. Mr. Mewhirter, who has been salesmanager of the company for some years, will, it is understood, be made permanent manager in a few weeks.

George G. Gales of Montreal returned recently from a two weeks' business trip through the New England States. Mr. Gales states that everywhere he went he heard the same story of increase in the cost of manufacture of shoes and the scarcity of leather. The retail prices in many of the

eastern cities have advanced from 50 cents to \$1 per pair on the better grade of boots. Some of the poorer qualities have not gone up in price, but the quality is likely to go down.

Announcement was made recently in Calgary by local wholesalers that, owing to the gradual diminishing of the hide supply, prices of boots and shoes would soon take an upward jump. Financial institutions are advising farmers to add stall-fed herds to their wheat raising and will aid in financing such ventures.

W. G. Downing, of Brandon, Man., who looks after the Western interests of the Williams Shoe Co., Limited, of Brampton, Ont., was in Toronto this week, and spent several days among the trade. Arrangements are being made by him for the establishment of permanent sample rooms in Regina and Edmonton.

Abraham Gould, shoe dealer, 359 Bank St., Ottawa, was found dead in his store recently by a clerk when opening the place in the morning. He left a note clearly indicating suicide. He had no financial troubles, and it is said worry over his son, who was stricken with typhoid fever, caused him to commit the rash act.

Richardson & Hunkin have bought the shoe business of Rice Bros., Brandon, Man. They have taken possession and are meeting with large success. Mr. Thos. Richardson was for some years in the shoe line in Seaforth, where he thoroughly learned all the details of the business. Mr. Henry Hunkin is a former resident of Mitchell, and has had considerable experience in the shoe trade. Many friends will wish the new firm prosperity and progress.

William Allen, who lived for 70 years in Kingston, died recently, aged 80 years. He was born in Montreal. For over 50 years he conducted a boot and shoe establishment on Brock Street. He was conversant with the history of Kingston, and was regarded as an encyclopedia of the past. He was an ex-alderman, an ex-school trustee, an Orangeman and a Liberal. Of his ten children three reside in the United States. In 1908 he celebrated his golden wedding anniversary. Mrs. Allen survives him. He was one of the original founders of Queen Street Methodist Church.

E. A. Dagg, manager of the Calgary branch of Ames-Holden-McCready, in a recent interview on the leather market, said: "With the rapid settlement of the country heretofore given over to grazing of cattle, the cattlemen say they are being driven out of business. Unless something is done to encourage cattle raising, we are facing a condition that means higher prices of leather of all kinds and its products. Added to the scarcity of hides is the fact that leather now enters into a great many more industries than heretofore, while the supply of raw material is growing less each day."

Some Things of Interest to Shoe Factory Men

The Parisian Shoe Co., Montreal, have installed a U. S. M. embossing machine, latest model.

Horace Foster, secretary and treasurer of the Williams Shoe Co., Brampton, has been ill for some time.

A. R. Clarke of A. R. Clarke and Co., tanners, Toronto, has been on a trip to New York and other Eastern cities.

C. O. Shaw of Huntsville, general manager of the Anglo-Canadian Leather Co., was in Toronto this week on business.

The James Muir Co., Quebec, report that they are very busy with orders and that bookings on their spring samples are very large. There is a splendid prospect for an active season.

Charles K. Fox, well known as one of the leading shoe manufacturers of Haverhill, Mass., and head of Charles K

Fox, Inc., died recently. Mr. Fox had been removed to the hospital, having suffered an acute attack of illness.

The Champion Shoe Machinery Co. have perfected a new curved needle stitcher, which will be of material assistance to those who are running combination harness and shoe repairing shops.

The Kingsbury Footwear Co., Montreal, are building an addition to their factory on the La Salle St. side, 150 x 45, and five storeys high. This will give them considerably more much-required space.

A despatch from Utica, N.Y., says: The New York State Retail Shoe Dealers' Convention, in session here, passed a resolution asking manufacturers to standardize styles of shoes and to stop making freak shoes. They say the loss they suffer on freaks and changes in styles is one of the prime causes for the constantly increasing price of

shoes. A resolution was passed also asking the national organization to move to dissolve the monopoly held in some of the machines used in the manufacture of shoes.

In the Labor Day parade, when nearly 5,000 union men were in line in Toronto, the Boot and Shoe Workers' Union, No. 233, mustered to the extent of 150 men. The motto of the members, which was born aloft in the procession, was "Our Stamp Our Hope."

The Grosch Felt Shoe Co. of Milverton, Ont., has installed a leveller machine, an assembler, a pulling over and a lasting machine, all supplied by the United Shoe Machinery Co. Their output of fall goods will be greatly increased and additional hands will be employed.

The Hartt Boot and Shoe Co. of Fredericton, N.B., are so rushed with orders that they had to call their travelers in several weeks before the selling season for fall goods was over. The company have developed a very large and growing market all over Canada, particularly in the West.

C. S. Sutherland, general manager of the Amherst Boot and Shoe Co., Amherst, N.S., got back a few days ago from a visit to the important shoe centres of the Eastern States, where he was looking over the new lasts that are being submitted for next spring's trade.

New Zealand imports nearly \$1,000,000 worth of boots and shoes a year. For the fiscal year ended March 31st, 1912, Canada supplied only about \$25,000 worth, although they are susceptible to the preferential tariff. Gum boots to the value of \$55,000 were imported for the same period, and Canada supplied about \$20,000 worth. These articles are free.

A despatch from Boston says: "The hearing before a special examiner in the Government's suit charging the United Shoe Machinery Co. with being an unlawful combination in restraint of trade will be private. Judges Colt, Putnam and Brown of the United States District Court, in a decision, handed down to-day, denied a public hearing as requested by the Government. The date of the hearing has not been set."

On September 16th the ratepayers of St. Thomas will vote on five industrial propositions. One of them is the matter of granting a loan of \$12,000 for ten years and some minor concessions to the Donovan Shoe Co., which the press of that city say is a most desirable industry, and express the belief that the measure will carry by a very large majority. E. E. Donovan, late of London, is at the head of the new company.

The boot and shoe trade at Quebec is unprecedentedly busy at the present time filling orders that will keep them going all September and late into the fall to ship. It is some years since the Quebec boot and shoe trade has met with such a rush of orders that have come principally from the Canadian West and Northwest, and those engaged in the trade feel that if the business continues many of them will have to enlarge their factories. The rapid expansion and prosperity of the West is the cause of the welcome big trade.

A. J. Matthews has been appointed superintendent of Ames-Holden-McCready factory No. 2, Montreal. Besides being a practical shoemaker, Mr. Matthews is a designer and chemist, and he has had many years' experience in some of the best shoe factories on the continent. He comes to Montreal from London, Ont., where for two years he was superintendent in the Murray Shoe Co. factory. Previously he occupied similar positions with Selz & Schwab, Chicago, and the Tennent Shoe Co., St. Louis. He is a brother of W. V. Matthews.

J. M. Humphrey & Co. of St. John, N.B., who have been manufacturing shoes for a number of years, have purchased a building in which a portion of their shoe factory has been located. They have taken possession of the whole structure, which will double their space for manufacturing purposes. They will utilize all the extra room and employ a larger number of workers. The firm have recently added to their traveling staff and now have a regular representative in the Western Provinces, where a good business is being worked

Hydro-Electric power got another boost in Berlin re-

cently when the Canadian Consolidated Rubber Co. sent in a request to the Berlin Light Commission to estimate in supplying them with 2,280 h.p. for their new rubber tire factory. The request for power is no doubt the largest ever received by any municipality since hydro power came into use. The amount required by the new industry is more than twice as much as is now used by the entire city of Berlin. It will not only be necessary to provide additional space at the local power plant, but also at the hydro sub-station. When this additional power is added to Berlin's load it will mean a great reduction in cost to consumers.

Columbus Rubber Company, Montreal, have completed a three-storey addition to their premises, which gives them three floors, each 120 by 80 feet. Six new heaters have been constructed, and the company is now capable of turning out 2,500 pairs a day. A new cement wash house has been constructed, while such new machines as calendars, rag grinders and washers have been installed. The concern are also putting in 24 turn-tables in connection with which they are using one of the latest styles in cars. This car will carry 250 pairs of rubbers and is equipped with ball bearings.

The Brandon Shoe Co. of Brantford are erecting an extension of 60 feet to the rear of their factory. Another storey is being put on the full length of the old factory. The new addition will make the structure three storeys throughout and 180 feet in length. This will give the Brandon people an output of 1,000 shoes daily. The company will have one of the most complete and convenient factories in Canada, equipped with all the latest machinery that money can purchase. Mr. Brandon recently returned from a trip to Boston, and while there purchased some of the latest machines on the market.

Harold Wilkie Davis of Kingston, son of Hon. E. J. Davis of the Davis Leather Co., Newmarket, Ont., was married recently in Kingston to Miss Isabella Johnson Polson, second daughter of Neil C. Polson. The bride was attended by Miss Jean Duff as bridesmaid, Miss Nina Polson, her sister, as maid of honor, and little Miss Margaret Davis as flower girl. E. J. Davis of Newmarket, brother of the groom, was best man. Rev. Jas. Rollins of Peterboro, Ont., officiated. He is an uncle of the bride. Mr. and Mrs. Davis left on a trip to the East and on their return will reside on Stuart St., Kingston. Many friends will extend cordial congratulations.

The Montreal Association of Superintendents and Foremen was formed in November, 1911, and now has a membership of 125, who are all connected with the trade. The officers are: E. F. Leonard, superintendent of the Slater Shoe Co., president; Eugene Lepine, superintendent Kingsbury Footwear, 1st vice-president; Daniel Hannigan, superintendent of Rideau Shoe Co., 2nd vice-president; A. E. Giroux, Regina Shoe Co., secretary and treasurer. Joseph Beauchamp, Arthur Willett and George McMillan constitute the trustees. The aims and objects of the Association are educational, scientific and for the mutual benefit and the advancement of its members. The rooms of the Association are 235 Beaudry St., and all persons connected with the trade are cordially invited to attend the meetings, which are held every Tuesday evening.

The first annual excursion of the Montreal Association of Superintendents and Foremen of Shoe Factories, on steamer Three Rivers to Laraltreo, P.Q., was held Saturday, Aug. 10th. A large number were present in spite of the rainy weather. Among the invited guests present were representatives of the Canadian trade and local papers, also Mr. Algeo and others of the United Shoe Co.; Mr. Lane and Mr. Herlihy of the Ames-Holden Co.; Mr. E. Guay of Guay, Counter Co.; Mr. Cimon of Cimon Shoe Co.; Mr. Daoust of Daoust & Lalonde; Mr. Joseph Goyer of H. B. Johnston Leather Co.; Mr. Drolet of Invictus Shoe Co.; Messrs. Fargo and Miller of the Slater; Mr. Joseph Beauchamp and Mr. Graham of the J. T. Bell Shoe Co., and others. The Association had secured many prizes, and had ten races on their sporting program, with first and second prizes for each event. The races were postponed until some Saturday or Labor Day, when they were run off at a local park.

New Wright Factory in Canada

E. T. Wright & Co., Inc., Rockland, Mass., are establishing a Canadian factory at St. Thomas, where they will produce precisely the same shoes as are manufactured in Massachusetts. A factory is being built, but temporary premises have been secured to enable the firm to manufacture spring shoes, for delivery. Operations will begin on November 15. Ernest E. Donovan will be the resident manager.

A. W. Donovan, J. A. Munroe and E. T. Wright, president, vice-president and treasurer, respectively, of the E. T. Wright & Co., Inc., Rockland, were in St. Thomas, with Ernest E. Donovan, when final arrangements were completed. The corporation of St. Thomas have facilitated arrangements and will immediately commence erection of a four-storey factory, 45 ft by 125 ft., mill construction, which will be occupied by the company on completion. They will pay a rental for the building equal to 6 p.c. of the city's investment per year, for ten years, with option of renewing the lease for a second period of like length. The corporation will take care of the company in the matter of future growth.

Mr. Munroe, vice-president of the company, when seen by the SHOE AND LEATHER JOURNAL, was enthusiastic over the prospects of the company. "We have secured temporary premises," said he, "enabling us to commence manufacturing immediately, at the rate of about 300 pairs a day. We are doing over \$50,000 a year business in Canada now, and with a Canadian factory, we ought to be able to double it in the first season. We shall be very much disappointed if we are not making 1,000 pairs a day within three years. Canadian merchants will appreciate our opening a Canadian factory, which will be Canadian in every sense of the word. We will employ Canadian help, except for a sufficient number of experienced operators from Rockland, to act as foremen, to ensure the shoes being up to 'Just-Wright' standards. In every detail, in workmanship, style, finish, the shoes made in Canada will be exactly the same as have been made in Rockland. Our Canadian factory will have the use of our lasts, the very latest, always, and the benefit of our close touch with the American markets."

Ernest E. Donovan, the company's resident manager, was with the Cook, Fitzgerald Company, London, for several years, as superintendent. Before that time he was for over fifteen years connected with the E. T. Wright factory in Rockland. He is a capable shoeman, knowing the business in detail from the cutting room to the shipping room. He has a reputation in Canada which, coupled with that of E. T. Wright & Co., will likely make Mr. Munroe's desire for 1,000 pairs a day within three years an actual accomplishment.

Travelers Had a Good Outing

The commercial travelers known as the Guelph Commercial Travelers' Association, held an enjoyable picnic and programme of sports at Riverside Park in the Royal City on August 10th. It was an enjoyable outing in every respect. The men on the road never do anything by halves, and their annual fete was no exception. The chairman of the picnic committee was W. G. Berscht, Western Ontario representative for McLaren & Dallas, Toronto, and he had a number of able associates. There were twenty-six events on the card for which valuable prizes were donated. Among the contributors were the Rowen-Ogg Co., W. J. Thurston, McLaren & Dallas, H. H. O. Stull and others identified with the shoe and leather trade. On the programme were the advertisements of J. D. McArthur, Royal City Shoe Store, W. J. Henry, manager, and H. H. O. Stull. In the baseball match for a silver trophy the bachelors won from the married men by a score of eight runs to three. In the hundred yards race, open to members of the committee, there were eight prizes. Mr. Berscht came in eighth, capturing a dollar's worth of milk tickets.

Will Open Branch in West

Charles A. Davies, of Blachford Davies & Co., wholesale shoes, Toronto, who has been spending the past six weeks

on an extended business tour throughout Western Canada, returned home last week thoroughly delighted with his visiting and the bright business prospects of the West. He journeyed as far as the Coast, and was accompanied by Mrs. Davies. Speaking of his visit to Vancouver, the News-Advertiser in a recent edition said:—

"We have waited for a long time watching the progress of Vancouver from afar, but have at last decided that now is the time to establish a branch of our business here. This is my first visit to the Coast, and I may say that I find an even more progressive and imposing city than I anticipated" said Mr. Davies.

Continuing, Mr. Davies said his trip through Western Canada had been a revelation to him, and the greatest surprise of all was reserved until he had arrived here.

"All through the West," he continued, "I saw evidences of rapid and substantial growth. We think we are going ahead pretty fast in Toronto, but we are delighted to see that prosperity is general all over the Dominion. Everywhere I was confronted by a cheery optimism which in a large measure explains the wonderful development of Western Canada.

"I am convinced that now is the time for the business houses of Eastern Canada who have any idea of extending into the West to set about it if they hope to get in on the ground floor.

"That is the reason I have come here and I intend to look around with the purpose of finding a suitable place to establish a branch in Vancouver. It is just possible that later we may build two other branches west of the Great Lakes, but Vancouver will be the home of our business in this province."

The Mecca for Shoe Retailers

During the progress of the Canadian National Exhibition, Toronto was the Mecca of many shoemen from all parts of the province. A few came as far east as Halifax and west as far as Vancouver. The jobbing trade, which had offered a number of leading lines at special figures, did a rushing business. In point of receipts, the result was very satisfactory as the visitors bought freely. One wholesaler reports that he did as much the first week of the fair as he did during the entire fortnight last year. Nearly all the retailers had a pleasant story to tell of a good summer business, and they are looking forward with expectancy to much activity this fall. They say that the increased prices, which have gone into effect in the wholesale line for spring deliveries, will not materially affect the demand and they will protect themselves by raising the retail quotations. The public will pay a higher figure for a good article. There was not a man who did not express the hope that the quality should be kept up to the mark rather than the shoe should be robbed to meet a certain price. All the travelers for manufacturing firms and others are now on the road with spring samples and retailers will have a wide range of offerings from which to select what they will carry to meet the footwear wants of their patrons during the spring and summer of 1913.

Revolving Rubber Heels

An article in the findings line which is meeting with a gratifyingly increased sale in Canada, is Palatine rubber heel, manufactured by the Leyland and Birmingham Rubber Co., Limited, at the Palatine Works, Preston, Lancashire. This firm have been doing business in the Dominion for two years and a few months ago opened a central warehouse at 239 Victoria St., Toronto. A. C. Kitchener is the Canadian manager for the company. The Palatine heels are famous for wear and resiliency. The revolving rubber kind is the most economical, the firm claim, of any that can be worn. They are made in a variety of styles for men and women with enamelled centre plates, and the fact that the wearer can put them on and that the rubber keeps gradually turning round as the shoe is used, makes the pressure even at all points. The revolving Palatine heel is warranted to out-

To Shoemakers and Leather Dealers:

THE Fall trade is now here. You doubtless want the best Sole Leather obtainable—something that will please you and your customers. Cheap tanned leather may do for summer trade, but for solid waterproof wear you want an "understanding" that can be depended on.



This, we venture to remind you, we can supply in our Sole Leathers, which, by the way, are not of the "quick-process" variety, but are of six

months' tannage. For actual wear there is the same proportionate difference that there is in the actual time required in the tanning. It takes not only good, cold tan liquors, but ample time to mature leather and knit the fibre, to resist wear and water.

Our famous "Penetang" Sole Leather is increasing in popularity. While it is firm and close in substance, it is mellow and pliable, and does not check or crack in the grain. It will nail, peg, channel and

sew. Our old claim that this stock "Cuts like cheese and wears like iron" is a fact, not a fancy.

Our "Eagle" Sole Leather, while plump and always reliable, is not tanned quite as firm as the "Penetang" stock. It is now tanned chiefly for "sewed" and "channel" work, but is giving satisfaction in all lines and for all classes of work and wear.

"Listowel" brand is for finer work only, and is our mellowest leather. Its popularity is as great as ever with those who know and appreciate this favorite old tannage.

In Cut Soles, Counters, etc., our trade is increasing rapidly, and this fact is in itself a proof of the good values we are giving herein.

Send in your orders before prices go still higher, as no doubt they must ere long to correspond with the increased cost of hides, bark and labor and the good demand for leather.

Our prices will always be found commensurate with quality and good tannage.

**The Breithaupt Leather Co.
Limited, Berlin, Ont.**

last any stationary heel which wears out at one side owing to the fact that the tread on the latter is largely in the one place. The Palatine revolving heels are taking well.

Popular Shoeman Bereaved

The many friends of John A. Reid, superintendent of the Hartt Boot and Shoe Co. of Fredericton, N.B., will sympathize with him in the loss of his wife, who died on August 25th after an illness of several weeks. In May last, Mrs. Reid underwent a successful operation at the Royal Victoria Hospital, Montreal, and after returning home, went to Duck Cove with her family for the summer, but had to be brought back to Fredericton on the 9th of August on account of a return of the illness. The deceased was formerly Miss Madeline Prince, of Truro, N.S.

An Attractive Last

Illustrating the tendency in shoe styles for the coming season, the leading last shown, manufactured by the Boston Last Company, of Boston, Mass., and Richmond, Que., early in the spring season, and adopted by so many factories, is the one seen in the accompanying cut. The drop toe,

this firm declare, has not made a hit in either the United States or Canada, and the designers and last makers, realizing the trend of fashion as directed by consumer demand, immediately developed styles calculated to prove what was



required. The Boston Last Company have had exceptional success with the last shown. It has proved a winner throughout the continent.

Leather Machinery For Sale

One "Evans" Fleshing and Slating Machine, with extra cylinders.
One "Turner" Serial Four Tables Unhairing Machine, with extra cylinders.
Two "Turner" Single Table (Iron Base) Putting-Out Machines.
One Stamping Machine.
One "Rood-Vaughn" large size Shaving Machine.
One "Slocomb" Staking Machine.
One "Baker" Staking Machine.
18 Wooden Level Bed Glazing Machines.
Two "Bowers" Glazing Machines.

All the above machines are in A1 working condition. Apply—

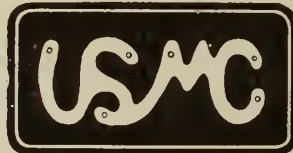
A. PION & COMPANY, - QUEBEC, Que.

BOOT AND SHOE TRAVELER, at present traveling for one of the largest shoe manufacturers in Canada, desires similar position. Perfect knowledge of both languages and highest credentials. Would travel East or West, might be an inducement to manufacturers requiring traveler for Province of Quebec. Address Box 30, SHOE AND LEATHER JOURNAL, Toronto, Ont.

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.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

HEADQUARTERS FOR
LEGGINGS SPORTING BOOTS
LARRIGANS AND UPPERS

We are Tanners of Leather and Manufacturers of the above lines and in buying from us you get in on the ground floor as to quality and price.

THE R. M. BEAL LEATHER CO. LIMITED, LINDSAY

DUCLOS & PAYAN
Tanners of CHROME SOLE

We were the first in this country to make this leather and are still in the lead.

Write for samples and prices.

Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

READ THE
Shoe and Leather Journal

24 issues in a year for \$1.00

It is filled with bright helpful pointers for Retailers

ACTON PUBLISHING CO., LIMITED
MONTREAL TORONTO

IT isn't a matter of some 20th Century Welts giving satisfaction. Every pair pleases. That's because of careful shoemaking and vigorous inspection.

Stock them and see for yourself.



Men's Retail at
\$4.00 \$4.50
\$5.00

Boys' Retail at
\$3.50 \$4.00

The C. E. McKEEN CO.
QUEBEC CITY

A BETTER SHINE

with the least exertion and the least paste is the result obtained by the use of

PETERS POLISHES

And that shine is brilliant, lasting and waterproof.

It is logical to believe that the more you sell of such a polish, the more rapidly will your polish and other sales increase.

Agents Wanted in Cities and Towns Throughout Canada.

PETERS POLISHES

617 Queen Street West, TORONTO

CANADIAN SHOE MANUFACTURERS**WRIGHT & WRIGHT**

Makers of **CHROME VELVET OOZE SPLITS** suggest to you the advantage you have over your competitors by using **BUTTON FLIES, OXFORD QUARTER LININGS, GUSSETTS AND SOFT SOLES.**

Office and Salesroom—109 Lincoln St., BOSTON, MASS., U.S.A.

PUT THEM IN YOUR SAMPLES

Tannery—LYNN, MASS., U.S.A.

W. H. Staynes & Smith, **HIDE and LEATHER FACTORS**

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ON CONSIGNMENTS.

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Cable "HIDES," Leicester.

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We are Headquarters for all Finishes,
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RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

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Analysis of Any Material
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OFFICE, LABORATORY AND SAMPLING ROOM

227-229 FULTON STREET
NEW YORK, N.Y.

Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

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.*

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. DUN & CO., 70 Bay Street

The Collection Service, which has been proved most satisfactory by all users of it, is

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GLOVERSVILLE, N. Y.
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A New Shoe
 This is one of the nicest fitting, most comfortable and best value shoes made.

SOLID LEATHER SHOES
 ALL LINES ALL SIZES
 FROM CHILDREN'S TO MEN'S

Charles A. AHRENS
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 BERLIN, ONT.
 Manufacturers of
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GLAZED KID
 (Black and Colors)

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 (Glazed and Dull)

1060 Notre Dame St. W., Montreal

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OUR NEW TANNAGE
BLACK GLAZED KID

It is a perfect black with a fine grain.
 CHOICE SELECTIONS

Let us Send you a Sample.

THOS. A. KELLEY & COMPANY
 WEST LYNN, MASS, U. S. A.

CUTTING DIES
 of every Description for
Leather, Rubber, Paper, Cloth,
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Honest Values at Honest Prices.
All Work Warranted.

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McKays Only

When we put all our time, all our energy, all our brains into building McKays it stands to reason we can do it RIGHT doesn't it?

Wait for our travelers and see our splendid lines of Spring Samples.

DUPONT & FRERE
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THE MONTREAL BOX TOE CO.
 ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels
 OF ALL KINDS


321 AIRD AVE.
 MAISONNEUVE - - - MONTREAL



Everything in bows, buckles, beaded ornaments, etc. Latest French and English novelties, from 3c. doz. to \$12 a pair.

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McKAY SEWN SHOES
 — FOR —
WOMEN, MISSES AND CHILDREN



Shoes that have **STYLE** and **FINISH**—at the right price for the Jobbers, who are invited to see samples.

B. Vaillancourt
 40 Grothe St., Montreal

A FEW INSIDE FACTS

ABOUT EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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  trademark 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: Lagachetiere and St. Monique Sts. - MONTREAL, QUE.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

Miner

MINER
EANS
ERIT

Shefford

THE selling season for rubber footwear is drawing close.

¶ Are you prepared to give "Miner" and "Shefford" a good thorough tryout in your locality this season.

¶ If not, we would suggest that you get in touch with them immediately and make preparations to have a shipment come to you in time for the busy season in rubber footwear.

¶ We know just what Miner Rubbers are comprised of, and what fit and durability are. We also know from past experience just what they will do toward increasing your trade and satisfying your customers.

MINER RUBBER CO.
LIMITED

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1912

Published Twice a Month

THE
SHOE & LEATHER
JOURNAL



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TORONTO **MONTREAL**

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You Can Rely Upon the
QUALITY

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Company of Canada**

Lagauchetiere and
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Montreal, Que.

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PACKARD'S SPECIAL SHOE DRESSINGS

For the FALL TRADE should be ordered NOW.

Our travelers are now out with samples of NEW LINES for cleaning and polishing the latest in all styles of leathers.



LOOK
OVER
YOUR
STOCK
NOW

Before You Get
Too Busy

If you are wanting any lines in a hurry, drop us a line.

WE LIKE TO FILL RUSH ORDERS

L. H. Packard & Co.
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Packard Building, Montreal

LARGEST SHOE FINDINGS
HOUSE IN CANADA

Shoe Store Supplies of Every Description

SEND FOR CATALOGUE



FEATHERWEIGHT ICE CREEPER

LIGHT SIMPLE DURABLE

In Men's and Women's Sizes
To Fit Any Shoe or Rubber

(SEE ILLUSTRATIONS)

Here is just the line you require to boost your findings sales.

Every pair means a big profit to you—and this is the time to prepare for the regular demand for ice creepers.

If your jobber cannot supply you I can—drop me a line.

P. E. BOIVIN

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Show Cards and Advertising Matter Supplied Dealers

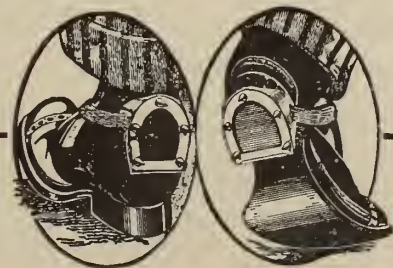
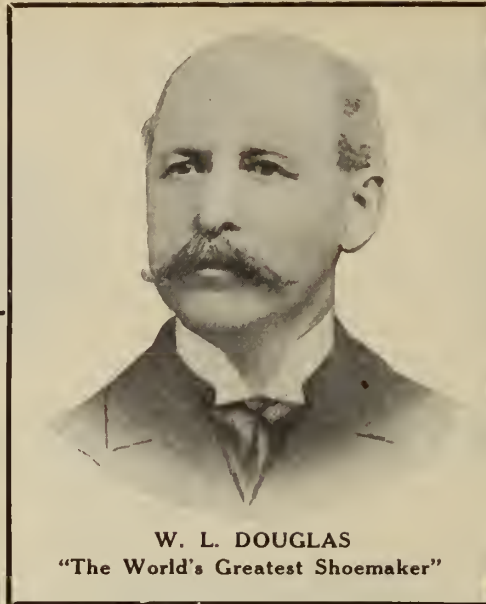


Fig. 1.

Fig. 2.

Fig. 1 shows creeper pushed up from heel when not in use. Fig. 2 shows creeper in use.



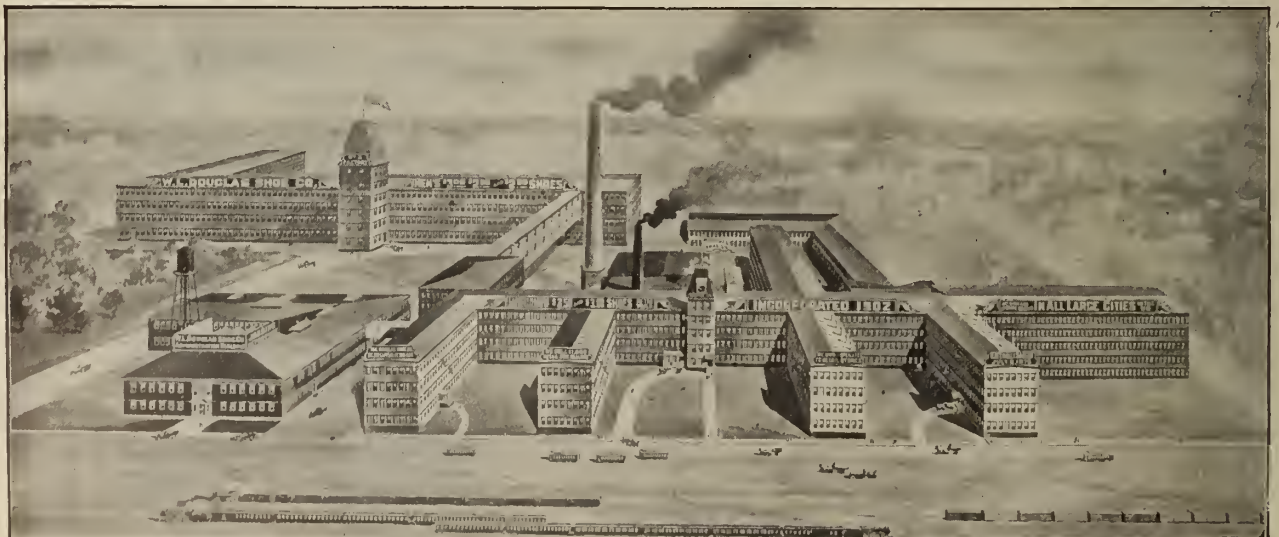
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"The World's Greatest Shoemaker"

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

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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U.S.A.

CAPACITY, 17,600 PAIRS A DAY.

A FAIR TRIAL

IS ALL WE ASK FOR

“NIGRO”

So confident are we as to the possibilities of “Nigro” vamping calf—so sure are we of the general satisfaction it will give in its every use, from the time it leaves our plant until the shoe in which it is used is discarded by the wearer—that we only ask for it “A fair trial,” and will be content to abide by the verdict of men who have been cutting leather for years.

We know why “Nigro” is a perfect cutting leather—we know the reason for the clear uniform finish—and we know why it will cut to best advantage. Because it is our methods which will produce such results.

Give “Nigro” “a fair trial.” Get a few skins and see if it will not do all we claim for it. If it doesn’t, let us know, and we’ll “make good.”

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET

ONTARIO



I STUDY YO



Every merchant knows his own requirements better than anyone else. Because every merchant makes a study of the locality in which he is doing business.

Careful study teaches you what you want and in shoes you want only lines that will move well, wear well, and pay well and you know what shoes will best answer these purposes.

As conditions differ throughout the Dominion, you can realize the enormity of the range a wholesale shoe merchant must show to meet the requirements of all.



182 - 186
McGILL ST.

JAMES R

UR WANTS



I work on the same principle only my "locality" covers the entire Dominion.

I study the conditions all over and the wants of the shoe merchants under the different conditions.

Therefore, I believe I come as near as possible to knowing the wants of the shoe merchants of Canada.

And it is this knowledge that governs my selection of styles for each season and enables me to give the satisfaction such as I have given in the past.

Then in the large range which I know it is necessary to carry I am sure you will find mostly anything you require.

Inspect the lines carefully when my representative calls and see if I am not right.



ROBINSON

MONTREAL
CANADA



UNUSUALLY SNAPPY STYLES

No retailer carrying McDermott Shoes needs a graveyard in the back store for the dead ones, because every shoe is a good seller.

Brains, Time and Money are employed to give you what you pay for when buying McDermott Shoes---The best value in Canada.

Our 1913 Samples embody the latest ideas from fashion-setting centres, adapted to Canadian conditions.

THE McDERMOTT SHOE CO.
Women Shoe Specialists
MONTREAL

Remember These Brands

when placing your

RUBBER ORDERS

“JACQUES CARTIER”

“GRANBY”

“MAPLE LEAF”

“MERCHANTS”

“DAISY”

“ANCHOR”

Rubbers will soon begin to move. Are you prepared in all lines? If not, we have twenty-six branches carrying stock for you, which means

PROMPT DELIVERY.

LATE DELIVERY MEANS LOST SALES.

“Granby” Sold Exclusively by Ames Holden McCready, Limited



Both outdoor and indoor sports demand this brand of sporting shoe.

Do not allow your stock to get low.

We are prepared to give you good service.

ORDER FROM THE NEAREST BRANCH

Canadian Consolidated Rubber Co., Limited

BRANCHES

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



OUR FACTORIES

PARIS SOLID LEATHER WELTS

In our No. 2 factory we are now making a fine line of welt shoes for men—"Paris" Brand.

These shoes have solid leather box toes and counters and are made with the best materials throughout.

They are in every way of the same high quality as our line of "Paris" McKays—and you all know what good shoes they are.

Our sets of samples for 1913 contain our new welts and several new shoes in our regular line. See them.



OUR TANNERY

DAOUST, LALONDE & CO.

Shoe and Leather Manufacturers
MONTREAL - P.Q.

P.S.—A Full Line of Moccasins, Long Boots, Felts, Etc., Carried



THREE SPECIALIZED FACTORIES

Shoes from a specialized factory always excel, because they are made by operators who develop almost automatic perfection in doing their particular work. We specialize in our three factories.

Ames Holden McCready, Limited

MONTREAL
EDMONTON

TORONTO
CALGARY

ST. JOHN

WINNIPEG
VANCOUVER



"QUALITY SHOES FOR MEN"



**"DERBY"
SHOES**

MEN OF TASTE and KNOWLEDGE

are bound to appreciate
the efforts in modern
shoe-making displayed
by our samples for

**SPRING NINETEEN
THIRTEEN**

Embodied in our line are
some of the finest and
best styles ever created in

**MEN'S HIGH
GRADE SHOES**

and behind them stands
that reputation we have
acquired as makers of

**QUALITY SHOES
FOR MEN.**

Our travelers are now
showing the range. You
can see where a thorough
inspection means good
business on your part.

MURRAY SHOE CO.

Limited

London

Ontario

WHAT ARE YOU DOING FOR YOUR CUSTOMER'S FEET

?



Are you selling the men of your town shoes that look good on the outside, or are you selling "The Professor" Gold Cross Shoe that feels good on the inside?



"The Professor" is built on anatomically correct lasts and combines style with comfort. It does not pinch the foot. Its linings are antiseptically treated to prevent discomfort from excessive perspiration. It has three soles that combine to keep the foot comfortable in all kinds of weather. The innersole is a specially designed cushioned, easy tread sole, the middle sole is of thermal asbestos which prevents the foot from being affected by the hot or cold pavements, and the outer sole is of strong, well tanned leather.

"The Professor" is a foot comforter that does not "draw" the feet in hot weather or make them "clammy" in cold.

These special features that make for the popularity of "The Professor" can be embodied in women's

The Tebbutt Shoe & Leather Co.

—Limited—

THREE RIVERS, QUEBEC, P. Q.



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

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

United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Sts. - - - - MONTREAL, QUE.
122 Adelaide Street W., TORONTO 492 St. Valier Street, QUEBEC



☞ Astoria and Liberty quality mean something.

☞ They mean an increase of business—your business as well as our business.

☞ Do you want to prosper?

☞ Our live wire order-takers can show you.

The Cook-Fitzgerald Co. Limited
London, Ontario



**SCOUTMASTER
BOY SCOUT
GIRL GUIDE
SHOES**

**CARRIED
IN
STOCK**

**READY TO
SHIP
SERVICE**

Have a Look at our
Samples

**Fall
Catalogue
Just Out**

**MANY
NEW
STYLES**

These shoes are all made on the latest lasts, and are available in all popular leathers.

You know too well the **Quality** of our brands and it is to be necessary that we do much.

GET A CATALOGUE

JACKSON

78 St. Fet

Hyman's Metallic Chrome Sole

We strongly recommend those lines of Boy Scout Shoes made with **Hyman's Metallic Chrome Sole Leather.**

Youngsters cannot wear it out.

It's better than the best oak leather.

If it were not all it's claimed to be we wouldn't use it.

Get a Catalogue

& SAVAGE

St., Montreal



Selling Agents
Miner Rubber Company

“Regina”

Fit for a Queen



REGINA No. 933

Women's Tan Calf, 14 button boot, serge top, short vamp, 2 inch Cuban heel, drop toe effect, fabric striped, brown and drab. All leathers.

Made on our 42 last, it is one of the neatest McKays shown. You can build bigger business if you sell it.

Made By

Regina Shoe Company, Limited

MONTREAL

J. I. Chouinard,

:::

Sales Agent

One Great Big Selling Feature in the Thompson Line

It is hard selling shoes at retail when you have nothing to talk about except "Style."

What you want and should have is some special feature that your customers will appreciate and want.

You want something extra that will appeal to a customer and save time and talk on the part of yourself or your clerks.

And here it is:—

The Thompson Kushion Sole—a new idea in women's shoes.

A Selling Feature which every woman who buys shoes will want the moment you show it.

The Thompson Kushion Sole is a new idea in shoes. It means Ease and Comfort and Pleasure in a shoe.

It means Salvation for tender feet, and almost every woman has tender feet.

The Thompson Kushion Sole is a soft, springy, cushion of resilient cotton-felt skilfully placed between the inner and outer soles extending all the length of the shoe from toe to heel.

It feels soft and responsive and easy under the foot and takes away the hard stiff feeling of leather-to-foot as in the ordinary shoe.

It acts as a pneumatic cushion between the weight of the body and the rough surface of sidewalk or road.

It conserves nerve force—

—saves shock

—resists impact

—feels fine

This Thompson Kushion-Sole feature should double your sales of women's shoes. If you work it for all it is worth it will attract new trade to your store from women who want Comfort in their shoes that they couldn't get before.

The Thompson Kushion Sole has been the greatest and quickest selling feature ever introduced in a woman's shoe.

Merchants who have tried it out on their customers pronounce it a huge success. They telephone or telegraph for them every day.

Try a sample order of these Thompson Kushion Sole Shoes.

They Are Sure Sellers.

You will make no mistake.

You will be surprised at how quickly your customers gobble them up and how much more demand you will find for them than ordinary shoes.

*“Make it while you live”
Thompson*

Thompson Shoe Company, Limited

38 St. Genevieve St.

MONTREAL



Surpass for Spring

Surpass styles for Spring, 1913, show a wonderful conception of what is desired of careful dressers. Nothing extreme has been brought out, reliance for a full measure of trade being placed more on smooth, neat shoemaking than on showy styles.

But while quiet effects prevail among the Surpass samples, there are many real catchy creations that are bound to pull plenty of good trade.

You will find Surpass samples displaying marked beauty and grace of shape, being built on artistic lines.

As for shoemaking, it is enough to say that this Spring's models uphold the Surpass reputation.

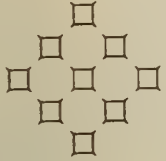
Ask your jobber to let you know when you can see Surpass Spring samples.



— THE —
LOUIS GAUTHIER CO. LIMITED
 QUEBEC CITY



SPRING
STYLES



NINETEEN
THIRTEEN



WILL MAKE POSSIBLE

a manifestation of rapid progress
in your women's department in the

SPRING OF
NINETEEN THIRTEEN
BECAUSE

the line is comprised of exclusive models and
designs direct from New York and Boston,
the centres in which are originated the latest
and greatest there is in

WOMEN'S
FINE
FOOTWEAR

and then every pair of Cleo Shoes embodies
the degree of quality necessary to give the
maximum amount of wearing satisfaction.

*Be sure to inspect our
samples before placing.*

CLEO SHOE COMPANY
LONDON - ONTARIO



RUBBERS FOR THE NEW SHOE STYLES

Our rubbers are made
on the latest lasts and
will fit perfectly
shoes that are not
easily covered.

Columbus Rubber Co. of Montreal
LIMITED

Montreal

Quebec





Have You Seen Our New Lasts for Spring Yet?

¶ If not, do not order until you do. They are business-builders every one, and quick sellers.

¶ They will not be left over at the end of the season; in fact, you will be sending in repeat orders early for these popular styles. Ask us about them.

¶ Our Winnipeg branch is fully equipped to serve Western retailers promptly.

Jas. Linton & Company

Head Office and Factory
MONTREAL

Branch Office
WINNIPEG



The Shoe You Want to Sell

*is the shoe that makes good friends,
and on which you make a good profit.*

GOOD friends mean steady customers. Steady customers mean continuous business. And a continuous business on which you make a good percentage of profit means a profitable business. We have a profitable manufacturing business because we have the confidence and support of the retailer.

A GOOD living profit is essential to the success of any business. We have arranged the price of our shoes to allow the retailer a higher average of profit than ordinary. Our prices are the same on all lines of shoes. These prices allow you to sell at a popular price and make good money.

“PERTH” SHOES make solid friends—repeat customers

We are making Ladies' Welts only. The lasts are the latest that we could discover in a close search of all the American and Continental shoe centres. Good conservative up-to-date styles that will be continuous sellers and which will not be “dead stock” at the end of a season.

**Compare these
prices and lasts
with any others.**



Last No. 26

No. 26—In Button and Laced; Bluchers and Bals.; high cuts; Oxfords and Pumps; Tan, Gun Metal, Velour, Patent. Per pair - - - **\$2.65**

No. 32—In Button and Laced; Bluchers and Bals.; high cuts; Oxfords and Pumps, Tan, Gun Metal, Velour, Patent. Per pair - - - **\$2.65**



Last No. 32

TERMS:
5 per cent. 60 days.

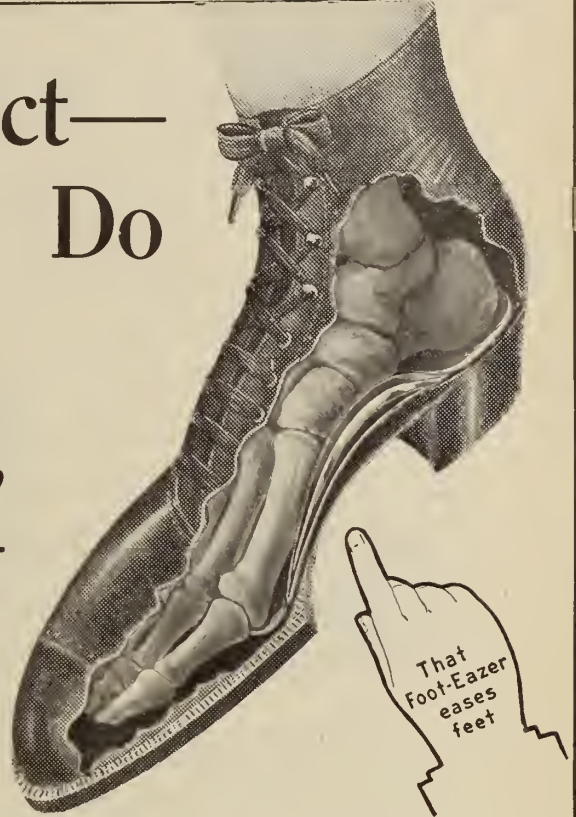
WINN COMPANY, LIMITED
PERTH ONTARIO

Scientifically Perfect— That's Why They Do The Business

The Scholl "Foot-Eazer"

Nature's own foot rest—relieves tired aching feet—cures weak ankles—stops sole callouses and makes walking a pleasure. The "FOOT-EAZER" supports the arch of the foot, relieving all strain and pressure on muscles and ligaments. Your clerks can easily adjust it to any foot.

It gives such immediate comfort that the sale is closed on the spot and the extra profit dollar goes speeding in your cash drawer. Durably made of German Silver covered with leather—can be worn in any shoe unnoticed. Price to dealers \$12 per dozen, retail price \$2 per pair.

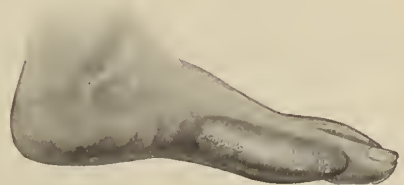


DR. SCHOLL'S BUNION RIGHT

Not a pad to give temporary relief nor a plaster to dope the sore toe-joint—but a scientific sanitary device that actually removes the cause of the trouble and affects a permanent cure without the use of the knife. No discomfort—no irritation—instant relief and bunion gone in a few days. Just think how many extra sales you can gather in on a device that makes good on these strong claims. Price to dealer, \$4.00 per dozen. Retail price, 50c. each.

CAUTION

Don't be persuaded to take imitations. Scholl's goods are unique—original—successful—highly advertised nationally and backed up with real help to increase your sales and profits. Price protected. You make full profit on each sale.



DR. SCHOLL'S BUNION REDUCER

A pure medicated antiseptic gum shield that fits the bunion snugly, stops its growth and prevents awkward bulging. With the reducer in place the thinnest silk hose or closest fitting footwear can be worn without the bunion being noticed. Far and away ahead of felt, chamois, or leather pads or protectors. It's too good an article to stay out of any up-to-date shoe dealer's stock. Three sizes. Price to dealers \$3.75 per dozen, or \$7.50 per dozen pairs. Retail price, 50 cents each.

Made on commonsense principles by a specialist in foot troubles—endorsed by physicians—each article the best thing on the market for its purpose. The store that sells them is sure to make quick turn-overs, draw new trade, and keep a firmer grip on the old. There is a Scholl appliance or remedy for every foot ill and deformity.

Clip this coupon and send in TO-DAY for our NEW BOOK "GINGER FOR THE SHOE DEALER" and other literature that will put you "next" to the biggest thing you ever heard of in your life.

THE SCHOLL CATALOGUE—It tells all about the most practical line of Orthopedic Specialties on the market—shows how they are made—and why they relieve and cure. If you haven't a copy, send for it to-day and hook it up with the biggest and most successful advertising campaign ever put out.

THE SCHOLL MFG. Co., Limited

214 King St. E.
Toronto, Ont., Can.

Please send me "Ginger for the Shoe Dealer" and plans for selling Scholl's Specialties.

Name.....

Address.....

The Scholl Mfg. Co., Limited

Largest Manufacturers of Foot Specialties in the World

214 King Street East, Toronto

ESTABLISHED 1870



A. CORBEIL

Over Forty Years' Experience IN MEN'S AND BOYS' POPULAR PRICE SHOES

Concentration in one particular line means more shoes sold right. Men's shoes retailing at \$3.00, \$3.50 and \$4.00, and giving entire satisfaction to the wearer are the basis of our success.

The vital feature of your every transaction is the profit—it's what you get out of it. To maintain a fine store, to have the bulk of the trade, to sell the best known shoes, to have the best clerks, to be the best advertisers, to have the most attractive show windows, these things are nothing in themselves unless they result in a net profit to you.

With tested Corbeil styles, there will be no "Stickers" in your stock; with your surplus stock in Montreal instead of in your cellar, and with a larger range of styles, you'll not only turn over your stock a greater number of times, but also increase business as a whole. To get more shoes sold RIGHT, sell Corbeil Shoes. It's the shortest road to real profit.



A. CORBEIL - Manufacturer

Maker of "Hand Over" and "Leader" Brands

Warehouses and Offices, 71 St. Paul St., Montreal Factory 63 to 71½ St. Paul St.

ENGLISH RUBBER HEELS

Made in a British Factory by British workmen in the British way, which assures quality and workmanship.

Imported direct for the Canadian trade

Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



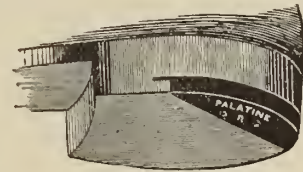
Write for prices and samples



Grey Rubber stationary heel, which will give every satisfaction. Full line of ladies' and gents' sizes carried.

Sold all over the world and worn with comfort and satisfaction everywhere

Quarter tip for heels. Prevents the jar and do not wear off as quickly as leather heels. Easily attached. Illustration tells the story.



Write for prices and samples

THE PALATINE RUBBER HEEL CO.
Preston, Eng.

Canadian Office and Warerooms—
239 Victoria Street, Toronto, Ont.

YOU — YOUR CLERKS — YOUR BUYERS

Will Profit by Studying Acton Trade Papers

ACCURATE BUYING INFORMATION

DEFINITE SELLING SUGGESTIONS

Sample copy of any paper you're interested in sent free.

Special "Clubbing" Offer makes subscription price trifling. Three papers \$2.00 a year; two papers \$1.50 a year; one paper \$1.00 a year. ∴ Each paper the leader in its field.

THE DRY GOODS TRIO

MEN'S WEAR, 5th each Month
Clothing and Furnishings.

READY-TO-WEAR, 15th each Month
Garments and Furs.

DRY GOODS RECORD, 25th each Month
Dry Goods Only.



SHOE AND LEATHER JOURNAL

Issued 1st and 15th each month.

BAKER AND CONFECTIONER
Issued 5th each month.

PAINTER AND DECORATOR
Issued 20th each month.

FUNERAL DIRECTOR AND EMBALMER, Issued 28th each month

ACTON PUBLISHING CO., LIMITED, 1229-31 QUEEN STREET W., TORONTO

Place this name on your list for "Dry Goods Record", "Ready-to-Wear", "Men's Wear", "Shoe and Leather Journal", "The Furniture Journal", "The Baker and Confectioner", "The Funeral Director and Embalmer", "The Painter and Decorator", (Three Papers \$2.00 a year) (Two Papers \$1.50 a year) (Any One Paper \$1.00 a year). Find enclosed \$2.00, \$1.50, \$1.00. (Each Paper additional \$1.00).

Date

This Subscription is sent by

Name

Town

50c. extra for any one paper to SHOE AND LEATHER JOURNAL subscribers.

Province

THE BEST PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED

Finest in
Quality

Whittemore's Shoe Polishes

Largest in
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

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

"BULLY SHINE." A waterproof paste polish for *all* kinds of black shoes and *old* rubbers. Blacks, polishes, softens and preserves. Contains *oils and waxes* to *polish and preserve* the leather. Also Russet Bully Shine for tan leathers. *Large* tin boxes. Boxes open with key. Retails 10c.

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

"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.)

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

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

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES

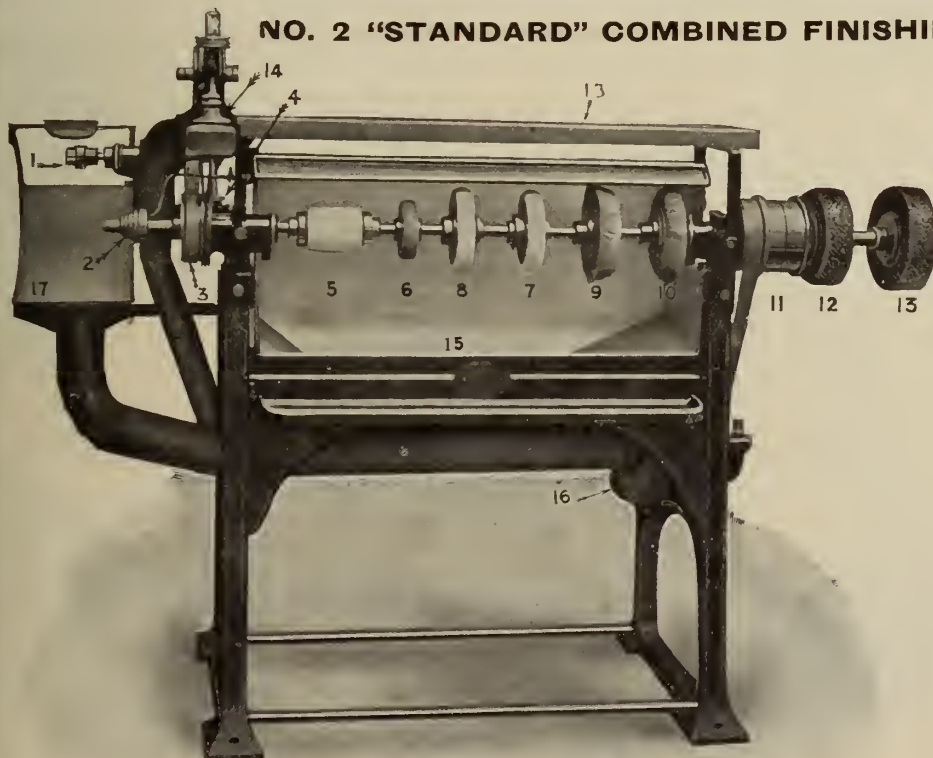


WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.



Most extensive line of work shoes made in the world

These shoes are made in the Williams factory at Holliston, Mass., where nothing but work shoes are made. 100,000 pairs are always carried in stock. Send to-day for price list.

There are eighty others in the Williams line and they are all good sellers.

THE ROBERTS & VAN-LANE SHOE COMPANY, LIMITED

BRANTFORD, ONTARIO

Canadian Sales Agents for
ARTHUR A. WILLIAMS SHOE CO.
HOLLISTON, MASSACHUSETTS

“Going Some!”

Without any spirit of brag, we announce our business for July “very much” in excess of last year.

Why?

Because we are well stocked, give good attention to orders, ship promptly and our prices are always attractive.

A New Line Men’s Water Elk Boots 12 inch leg

Have you had this line at \$6.25. It is a “seller and money maker,” and we have “sole control.” Give us a trial order.

A. W. AULT COMPANY LIMITED

OTTAWA - - - ONTARIO

THE E-Z WALK
TRADE MARK

SPRING ARCH SUPPORT
FOR MEN, WOMEN AND CHILDREN



THE ONLY ARCH PROP HAVING FULL DOUBLE SPRING FROM HEEL TO BALL

The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet they conform to every characteristic of the foot and need no breaking in.

LIGHT — FLEXIBLE — DURABLE

They are ready sellers and every customer becomes a sales agent for you. Every pair guaranteed against breakage and flattening for 6 months.



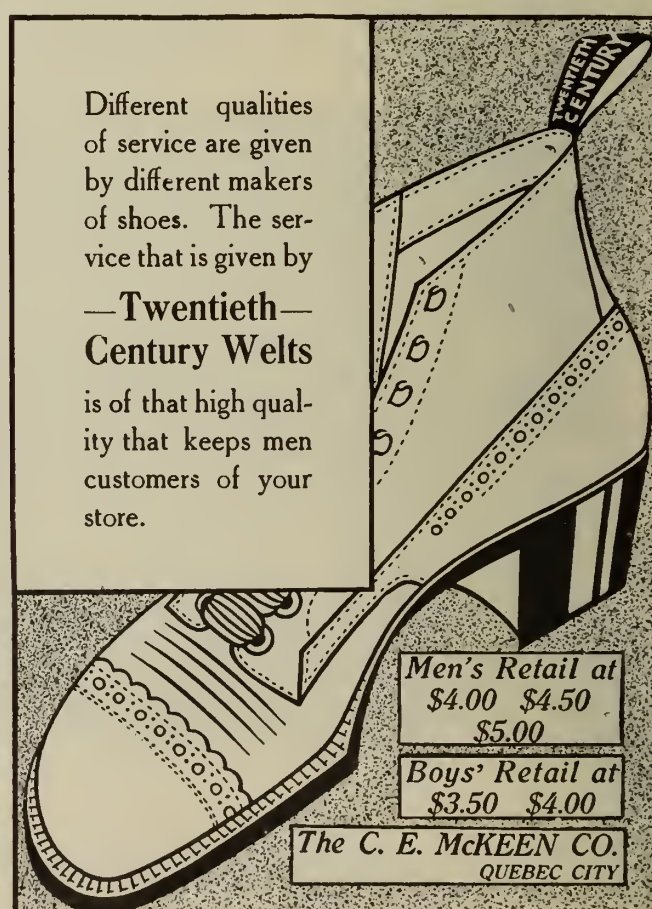
ORDER FROM YOUR JOBBER

The Self-Adjusting E-Z Walk with side lip, steel spring and German silver bottom plate.

HANDLED BY ALL JOBBERS IN CANADA

THE E-Z WALK MFG. CO.
133 W. 14th Street - New York, N.Y.

Different qualities of service are given by different makers of shoes. The service that is given by —**Twentieth—** Century Welts is of that high quality that keeps men customers of your store.

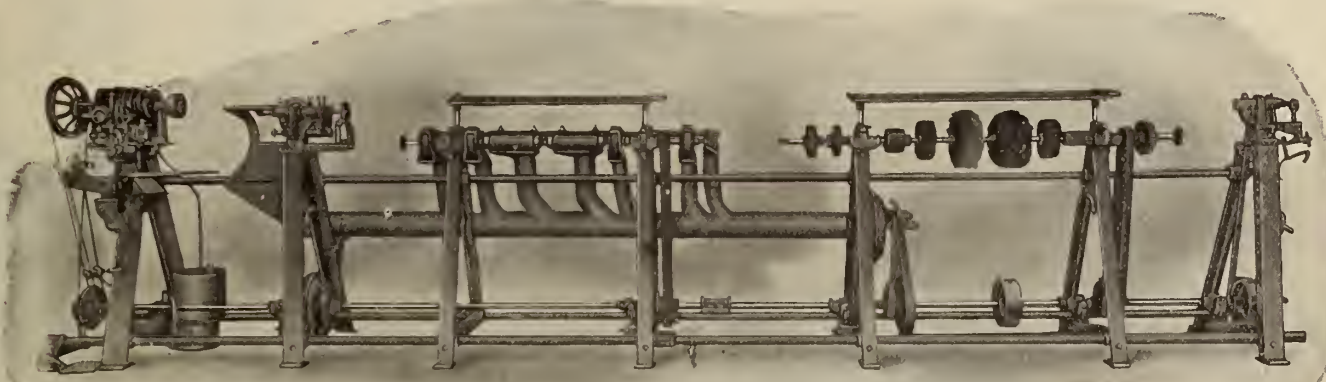


Men’s Retail at
\$4.00 \$4.50
\$5.00

Boys’ Retail at
\$3.50 \$4.00

The C. E. McKEEN CO.
QUEBEC CITY

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

MONTREAL, QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



No. 2160



No. 2484



No. 2015

TETRAULT

SNAPPY SPRING

You have never yet been disappointed in Tetrault shoes. This season we will show you a number of new lasts that will prove to be particularly good sellers, because we have minutely studied the trend of styles and evolved what we consider the acme of perfection in our range of samples as a whole.

2160—"St Regis" last, modified toe, American Velour calf Blucher, Bal., straight perforated foxing matt. top. A big seller for 1913.

2484—"Yale" last, American tan calf oxford, cir. vamp., receding toe, blind eyelets. Latest word in New York styles.

2015—"Tramp" last, Patent colt Blucher bal., du. calf top, fairly low heel, quite wide toe. snappy shoe that pleases everyone.

TETRAULT SHOE MA

Montreal

TETRAULT'S 1913 STYLES

Tetrault salesmen are now on the road with the new lines. When you see the shoes you will notice that we have given you a wide range from which to choose ---from our high toe, 2255, to our modern drop toe---and our London last and Parisian lines with all kinds of toes for all tastes in between.

25—"Rattler" last. Gunmetal, full fox button, dull calf top, solid all through. A natty looking shoe.

55—"Flirt" last. Men's all Patent Blucher, oxford. This will win the trade of young men.

04—Men's pat. bal., medium high comfortable toe full-foxed, decidedly smart and dressy,



No. 2625



No. 2255



No. 2004

FACTURING COMPANY

Quebec



No. 391—Patent Duchess, No. 35 Last, Cuban Heel.



No. 399—Patent Corded Top Pump Turn, No. 37 Last, Cuban Heel.



Note where the Shoe Bends
FLEX-WELT

“KINGSBURY” BRAND

You can always count on our shoes being the last word in style perfection.

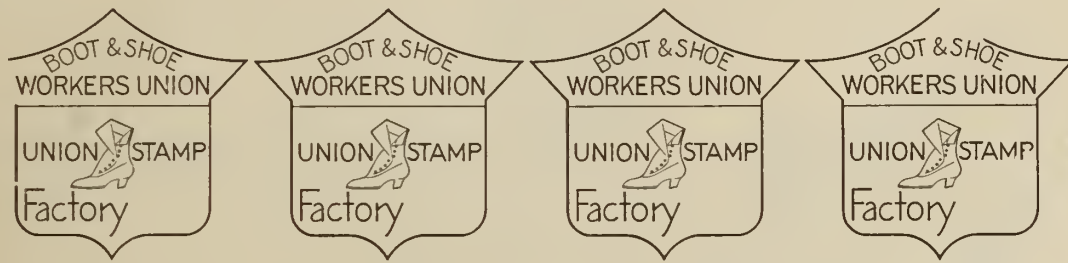
1913 samples now being shown are exceptionally classy. : : :



No. 214—Patent 3-Button Oxford No. 34 Last—Lynn Heel. Also in Tan, No. 210, and in Gun Metal, No. 234. All “FLEX WELT”

“AMERICA’S BEAUTY” BRAND

KINGSBURY FOOTWEAR CO.
Specialists in Ladies’ Footwear
MONTREAL
LIMITED



The Union Label Plus Influence!

The Union Label means something more than protection to the shoe worker. It means protection to every wearer of shoes, because it signifies good workmanship, good conditions, honest goods, honest prices, all of which mean influence, and influence to you means more customers, more sales, more prestige, more profits.

Our campaign of advertising -- educational in its nature -- is teaching the public the importance of the Union Label, and the demand for Union Stamped shoes is enormous, and is rapidly increasing. You cannot afford to do without this large and profitable trade.



Boot and Shoe Workers' Union

246 Summer Street, Boston, Mass.

JOHN F. TOBIN, President

CHARLES L. BAINE, Sec-Treas.



"DORIS" LAST

Ladies' Gun Metal Calf, Blucher Oxford with Dull Collar, Eyelet Stay, and Fabric Quarter.

Just Two Lasts Picked At Random From Our Bunch of Quick Sellers for Spring

You cannot get better arguments for new business, nor better "clinchers" for old, than the individual specimens of the Rideau line for Spring, 1913.

There are 150 of them, and among them you can find just the shoes you need to tone up or increase your trade. Ask us more about our proposition.

Rideau Shoe Co.

Limited

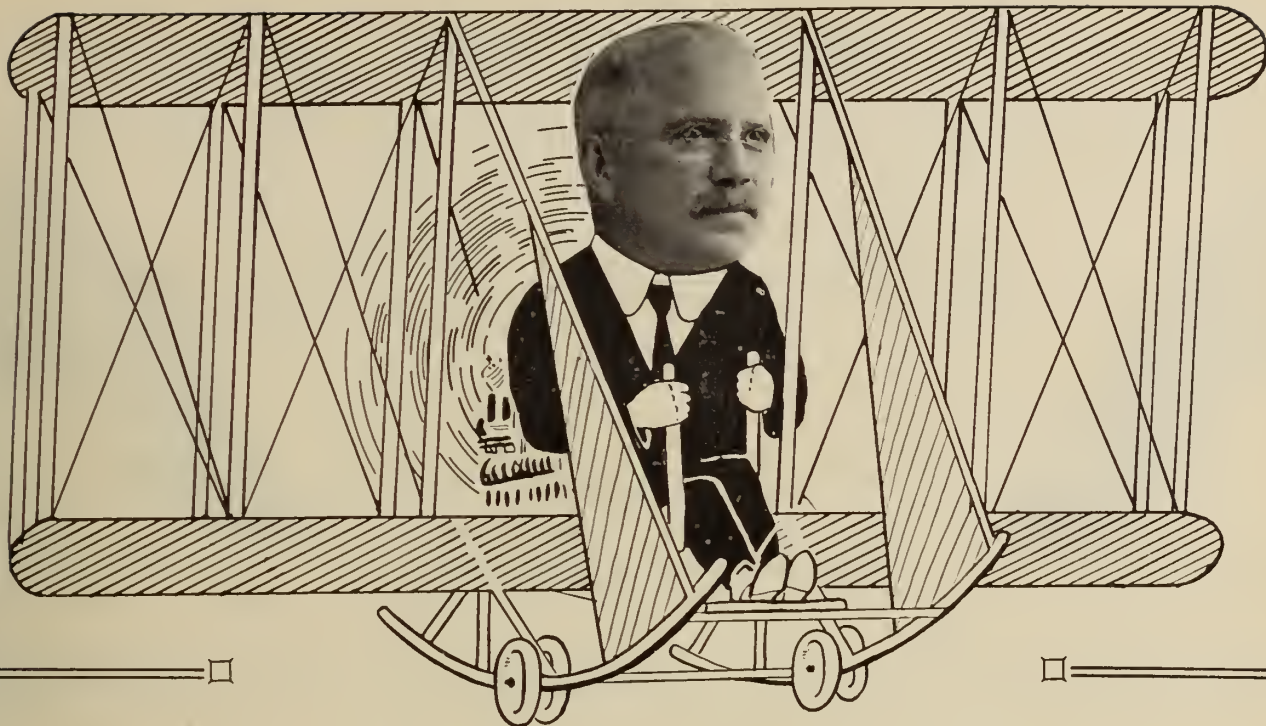
MONTREAL



"PARK" LAST

Men's Gun Metal Calf Blucher Oxford with Fancy Quarter.





AT THE VERY TOP

of the Spring and Summer Styles is the P. J. Harney Shoe Co. line of Women's Fine Footwear to retail at medium prices.

We have been making records each Season, but have eclipsed all previous achievements in the new models which our representatives are now showing.

New Lasts, New Styles, and Quality Supreme!

To every progressive retailer we extend a cordial invitation to examine our large and complete collection of Stylish, Serviceable, Quick Selling footwear.

Just say the word and we will alight at your store and exhibit this popular priced footwear.

SEND FOR OUR "READY TO SHIP" BOOKLET

P. J. HARNEY SHOE CO.
LYNN, MASS.


CLASSIC SHOES

The
QUALITY
STANDARD

IN
Women's

Misses' and Children's

The appealing features of "Classic" lines for Spring and Summer are a manifestation of the extraordinary care and attention we have given to the selection of styles.

Not one element essential to make it the most complete range of neat, ratty, perfect-fitting, satisfactor-giving footwear, have we overlooked.

Our efforts, we are sure, will be commended not merely by word of mouth, but also by good substantial orders on the part of every shoe merchant who inspects the line.

Travelers are now out.

GETTY & SCOTT
LIMITED

Galt - - - Ontario

SHOE & LEATHER JOURNAL

— Published Twice a Month. —

ACTON PUBLISHING COMPANY, Limited

Office of Publication: 1229-31 Queen St. W., Toronto, Can.

Eastern Office: Coristine Bldg., Montreal, Can.

London Eng. Office: 85 Fleet Street, London, E.C.

Vol. XXVI. No. 18

TORONTO, SEPTEMBER 15th, 1912

\$1.00 per Year In Advance

A Frank Talk on the Shoe Cancellation Question

A Few Tips on How They May Be Avoided—What Both Manufacturer, Retailer and Traveler, Can Do to Help the Good Work Along—Co-operation is Necessary all around

This is the time and season to discuss the cancellation question. Spring buying is going on apace and it is now pertinent for the retailer to consider carefully the buying end of the game. If he does this and buys moderately yet shrewdly, there will be little trouble with cancellations, *if the manufacturer does his part*. This season, however, there has been a great deal of delay on the part of some manufacturers in delivering the goods ordered, and one can hardly blame a retailer for cancelling when he has not received his goods two months after the specified delivery date, especially if he sent in his order in ample time to go through the factory without any undue rush.

The Manufacturer's Part

The SHOE AND LEATHER JOURNAL would first address a word of advice to the manufacturer. If *you*, as a manufacturer, fall away behind on delivery, and if some of your retail customers do not receive their spring goods by June 1st, 1913, as was the case in many instances this year, you can hardly blame that retailer if he cancels the whole or part of his order. Now, there is often no doubt that the fault is not altogether yours, but of course, the retailer cannot be expected to view with very good grace the receipt of spring goods on June 1st or 15th instead of on April 1st as ordered. The fact that you are unable to get sufficient stock at all times to run the order through on schedule is certainly disappointing from your standpoint, but it does not help the retailer much in solving his problem of getting rid of a whole season's order, when the best part of the buying for that season has already gone to his competitors. He stands to lose considerable money both through loss of trade and also by deterioration in value of stock held over, some of which stock is often made up of styles which if received in time, would have been highly saleable, but which the next season are almost valueless as good sellers.

Treat "Kicks" Courteously

There is no need to advise you to treat "kicks" of this kind as courteously as possible. The retailer may be unreasonable at times in his statement of the case, but remember the provocation he has had, and put this down to the fact that his temper has run away with his judgment. It is a serious question if an order reaching a retailer two months late is not a sufficient justification for cancelling at least part of the order. There was a great deal of this two-

months'-late business on the part of many manufacturers this year, and there are a lot of sore retailers in various parts of Canada who have expressed to representatives of the SHOE AND LEATHER JOURNAL their determination to buy as many American shoes as possible, if Canadian manufacturers cannot deliver faster in future.

The mere fact that the country is suffering from an overdose of prosperity is not enough excuse to satisfy the retailer. Even if the manufacturer is crowded for space and hampered through lack of sufficient and proper facilities, the retailer's stand is that he must get goods on time if he is going to keep his head above water. In other words, it is up to the manufacturer to "deliver the goods" in some way or other, and to deliver them according to specifications, if he does not wish to see his trade gradually slipping away from him. This problem must be faced courageously by a great many Canadian shoe manufacturers this year. Some of them are facing it by big additions to factory space and equipment; others have got to get busy in a hurry. This business of taking orders up to the limit and being unable to fill them in specified time, is no good to either the offending manufacturer or the offended retailer, and it will do no harm to call attention to it in these columns.

Advice to Retailers

There is another side to this story, and the SHOE AND LEATHER JOURNAL will offer a little free advice to Canadian retailers. Here it is: Don't send in "blanket" orders. Think over the buying proposition carefully and decide what sizes and styles in various lines that you will require, and then make your order as plain and definite as you possibly can. Put every size, width and style in plain writing, preferably in ink, or see that your traveling friend does it for you beyond possibility of mistake. If this plan was always followed out there would be less trouble later on. If you order three 60-pair lots of a certain line and the traveler accidentally sends in an order for two, it is your fault as much as his. You should be there to check up his figures. He is a wise man who looks carefully into any order that he has to pay good money for.

Sign Your Orders Personally

And right here comes in a little complaint that many travelers speak of in this connection. This is the fact that many retailers will not sign the orders they give to the salesmen. Now there is something wrong with the man

who is afraid to back his own judgment with his signature. He either mistrusts his own judgment—in which case he is a mighty poor business man—or he is giving a larger order than he feels he should, trusting later to find some loophole for cancelling part of it—and it is not slandering a good many Canadian retailers to say that they do far too much of this weak-kneed sort of work. *Sign your orders.* The manufacturer will think more of you, and so will the travelers.

Don't Shy at Trifles

Another thing you, as a conscientious retailer should guard against, is a "scary" feeling, due to a fortnight's bad weather or something of that sort. That is not sufficient reason to cancel half or the whole of an order to be delivered about a month from date. Now, while no one can deny that you have strong ground for cancellation when orders are undelivered two months after date specified, remember, that no manufacturer will accept a cancellation without vigorous protest after the stock has all been cut, and is on its way through the factory, unless he knows that

he is woefully late in delivery. You cannot free yourself from responsibility for an order after the stock has been cut and perhaps some of the goods finished, just because you take a notion to repudiate it through some whim or other.

In such a case, if you were the manufacturer, you would get rather hot under the collar at such treatment. What is the manufacturer going to do with the goods you ordered if you do not take them? It seems that unless he can find a hurry-up purchaser he must sell to a jobber, department store or some organization of that nature, generally at a loss. Why should he not feel sore under the circumstances? One of these days there is going to be a black list of retailers who act in this high-handed way, without rhyme or reason, and it will be a fairly long list at that, though most of the retailers are above such tactics. Their word is as good as their bond.

Hasty Actions Barred

Again, don't act too hastily, if you find two or three pair of shoes in a fair sized delivery that are under specification. It is not a square deal to return the whole lot because two or three pairs are not up to the mark. Send back the offending shoes, and be courteous enough to prepay the expressage, taking the amount off the settlement later if necessary. This looks ever so much better than sending them back *express collect*, and when accompanied by a courteous letter the manufacturer will usually meet you half way. If he does not, you have the satisfaction of knowing that you have done your part and he will probably lose all or at least a portion of your business.

Where the Travelers Can Help

A few straight tips to our traveling friends will do no harm. *Don't over'oad any retailer.* If you do, you will suffer in the long run more than anyone else. There should really be a penalty for the traveler who knowingly loads the retailer up with more shoes than he can possibly handle, just because that retailer happens to be a poor buyer, and more or less of a "mark" for a smart salesman. You may make a good haul in commissions at the time, but later on the retailer will be "too busy to have anything to do with you," or he will show his dissatisfaction in some other way. It will not only prove a boomerang method for you, but it has as much to do with fostering cancellations as any other one feature in the trade. Good salesmanship does not always consist in quantity sales so much as in head work in inducing a customer to buy what he really *needs*—which is sometimes entirely different from what he *wants*.

All these things effect the cancellation problem, and if both manufacturer and retailer do their part as above outlined, there will be much less of this evil prevalent this year than in the past, and all concerned will be greatly benefited. It pays to avoid cancellations. Co-operation will avoid them.

Quick Sales—Shorter Hours

"By shortening your hours, you make sales quickly," says C. F. Rannard, proprietor of the Rannard Shoe Co., who conducts two stores in Winnipeg. "It is much harder to make a sale on a quiet night when there is little doing. A movement in the early closing way will hurt no one. Both by closing early and by observing a half holiday, the merchant will sell just as much and have time for recuperation, while his store will be run better. 'All work and no play, makes Johnny a dull boy.' We close every evening but Saturday at 6 o'clock, except seven days before Christmas and during exhibition. Our city council has passed a by-law and anyone can be summoned to the police court if he breaks this measure, which was passed 12 or 15 years ago, and was a move in the right direction. This year, the retail shoe dealers started to close at 1 o'clock on Wednesday afternoons during July and August. This movement was voluntary, and the best stores have followed in line. In addition to this, I give my employes a vacation of ten days with pay during May and September, unless they desire it at some other time."

SELLING EFFICIENCY APPLIED TO SHOE REPAIRING

A salesman should be instructed to talk repairing to every customer, not simply to mention the fact that the store does repairing, but to tell them the merits of repair work done "our way."

Have a sample of repair work showing the old and the "new" way in a conspicuous place in the store, and periodically in the show windows. See that it is kept in first-class condition.

When a customer brings shoes in to be repaired treat him courteously, look the shoes over carefully, making sure they are mates, and find out just what work he wants done. After examining the shoes tell the customer what other work is needed, such as "welt rips," piecing of welts, or anything you may notice that the customer did not know about. Tell him the price, explaining the extra cost if any, mark the price on the stub. Always hold to the price quoted.

Be sure to get the correct name and address of every customer so that in case he does not call for the shoes you may notify him; also add this to the store's mailing list.

In every case where a customer brings in shoes to be repaired that are in very poor condition and he wants them "fixed up" in good shape, and there is doubt as to whether they are worth it, or whether the customer may not call for the shoes, have him pay a deposit that will insure you against loss.

Prepare circulars explaining your repair work and give one to every customer. Be sure to mention what the circular contains so he will be interested enough to read it.

Have all repaired shoes "shined" and put in new laces when they are needed.

Find out when the customer wants his shoes, mark the tag at least six hours ahead of time when the shoes are required so as not to disappoint him at the time promised.

Have an old shoe in the store when you can get it quickly at any time, showing insole and welt so you may explain intelligently why the customer should pay for welt rips and pieces of welts. This will give him more confidence in you, for it will show him you understand your business.

Do not forget that repair customers buy shoes, so thank them for their repair business and mention the fact that your stock of shoes is most complete and that you would be glad to show your line at any time.—By Edward Ryan in the Shoe Retailer.

Making Use of the Harvest Season in Shoe Selling

How Enterprising City Retailer Bought Some Wheat Sheaves and Employed Them to Advantage in Effective Trim—The Golden Grain Attracted Many Buyers in Leading Thoroughfare

What might be termed a very seasonable shoe window, was seen in the Invictus Boot Shop, 50 Yonge St., Toronto, during the progress of the Canadian National Exhibition. No more timely or attractive effort in the line of window decoration has been presented to the citizens of Toronto for a long while. It being at the height of the harvest period, the manager of the store, Mr. H. J. Eady, conceived the idea of using sheaves of wheat in order to illustrate the one central thought which he had in view—"the harvest of good shoes." To think was to act, and the next move was to get the golden grain. He went down to the St. Lawrence Market and hunting up a farmer, told him what he wanted. The next day, the agricultural visitor dumped a dozen wheat sheaves on the sidewalk in front of the Invictus premises.

Mr. Eady picked out the longest straws and the plump-est heads. Instead of being bound with twine, the sheaves were set off to advantage with red satin ribbon. On either side of the divided windows, as will be noticed in the illustration, are seen the sheaves, while, a little distance back, on an elevation, are two more sheaves, and at the rear, surrounding the word "Invictus," which appears on an oval, is a straw border. Over all is seen a banner bearing the

words, "Harvest of Good Shoes." The different elevations forming the flooring, were made of packing boxes, covered with red sateen. Several wheat heads were scattered among the shoes, which embraced the latest fall fashions in tan and black. The harvest window made a great hit and many visiting shoe men called at the store to personally congratulate Mr. Eady on his enterprise. He reports that as a result of the wheat scattered among the shoes, or the shoes placed amid the wheat, whichever you prefer to call it, there was a large increase in business. The window, too, as will be noticed possesses the merit of not having too many boots crowded in the space allotted to them.

The Invictus Boot Shop is a decidedly interesting place to visit. The cartons and labels are all uniform, the seats are upholstered in leather, the floor is nicely covered, and the electroliers are handsome. It is located in the financial and insurance district, and caters entirely to men, being one of the three or four exclusive men's footwear establishments in Toronto. The store is doing some bright advertising, and these announcements appear on the financial pages of the Toronto dailies, being intended to reach all the men in which district the shop is becoming a live centre.



CARRYING OUT THE HARVEST FESTIVAL IDEA IN SHOEDOM

The Necessity of Fitting All Shoe Patrons Properly

This is One of the Fundamental Principles of Success—Retailers Devote Too Little Attention to the Art—Do Not Try to Palm Off Something on Customers Which They Positively Do Not Want—Some Pertinent Observations

"There is one mistake which nearly every shoe man in a dozen makes," remarked a leading member of the trade in an Ontario city this week. "and that is in the matter of fitting. The average dealer is in too big a hurry to make a sale. He wants to see the profits turned into the till or the cash register, and he will not take the time or pains to ensure a scientific, natural and correct foot fit. He will tell you that he does so, but he only imagines it. He forgets that really the most important thing is correct fitting. I scarcely ever go into a shop now but I see half a dozen pairs of boots lying around with stretchers in them. This should not be if the patrons were properly fitted at the outset.

Know Your Business

"The retailer should act as guide and counsellor in this matter. He should not let a person carry away a shoe simply because he or she likes the shape of the toe, the grain of the leather, the perforations in the tip, the fancy character of the foxing, the height of the heel or the general outline. There are many people who want to buy a thing to gratify a fancy or a mere whim, and will remark, 'Oh, I will take a chance on the fit. It will suit all right. You know that I am not particular and have a normal foot.' That is all right from the buyer's standpoint if the footwear happens—I say happens—to fit, but if it does not, there is another story, and the blame has to be shouldered by the retailer. He cannot escape it. He allowed the inexperienced one to go away without perhaps trying on the shoe. A retailer who knows his business will insist every time on a thorough trying-on of the shoe. Some people that I have known refuse to do so because they have a hole in their socks or their feet have not been bathed recently, and they will take chances. Far better miss the sale of a pair than to let a person go out of the door without trying the goods on. They will only return, in the majority of instances, and then you are put to all the trouble of exchanging, and that, too, at a time when you may be busy. There is no money in making exchange, as it often happens at a time when the shop is usually full of people. Besides, it is no credit to your establishment to have Mrs. Brown or Mrs. Robinson say, 'Oh, I had to take my shoes back and secure others. They were too tight across the toe, or they pinched me at the ball of the foot or were too short.'" By all means fit everybody long enough. Insist upon this. Long and narrow every time is the invariable rule with the best foot fitters in the land, rather than short and stubby.

Foot Fitter Is Good Title

"So much has been said on this point that it is unnecessary to dwell upon it. I do not see why more shoe merchants do not adopt the title of the foot fitter, providing they live up to it. I am sure that it is a more euphonious designation and more correctly expressive of the capabilities of any establishment than the words 'Boots and Shoes,' 'Footwear Dealer,' 'Shoe Retailer' and 'Boot Shop.' After all there is a good deal in a name. I am known as a crank on fitting, and I have built up my present large clientele on this claim. I give my sales force special instructions in the art of fitting, and insist that they make no sales without particular attention to this matter.

"Another thing, a fatal mistake in the shoe business is to try and foist on patrons something which he or she does not want in the matter of styles or leathers. There was a lady in here just now who asked for a tan pump with

instep strap. I have pumps in that leather and all other leathers, but I have not a tan pump with an instep strap. I did not try to sell her something else. I expressed sorrow that I did not have it in stock, but told her that she would probably get what she required at Nolan's down the street. She appreciated the kind direction. I do not believe in the general reply often heard when a woman inquires where she can obtain what she desires. 'I am sure I cannot tell you. I don't believe any dealer in the city has one,' etc. Speak a kindly word for your competitor.

Don't Do Substitution Act

"Mark my words, if you try and palm off on a buyer something in a leather, last, toe, heel, cut, or vamp, or build that he or she does not want, you may make an immediate sale, but what of the future? Will such and such a one come back? Not generally. They will say I bought these, not that I wanted them, but because I was urged to do so, the man prevailed upon me to such a length that I finally yielded. You know that all customers are not strong-minded. Many persons are not hagglers, are bashful, do not care for argument and, for policy's sake, may take something different from what they asked for. They become disgusted and will not enter your shop again and you wonder why?

Don't Be Too Persistent

"Indulge in a little self-examination at times. Study your attitude to the public and see if you cannot discover some faults. I have never made a practice of urging or persuading any one to buy something that he or she did not need or that did not meet the ideas. I know what the feeling of such people is on returning home. It is generally one of resentment. There is nothing gained in the long run by such a practice. In one thing, however, be a crank. That is, in fitting.

"You know that your patronage, the business of the average man in the average town, is not built up by transient trade, by the catch-them-as-they-pass basis, but on the family connection, the constant recurring trade, the permanent following. That is the thing which counts, that is what swells the turnover, makes you firm friends, establishes your name and reputation. These ideas are not old fashioned. They are the result of fifteen years' experience and observation.

How His Trade Climbs

"The first year I did seven thousand dollars, the next ten, the third fourteen, and so on, until to-day my trade runs well over the fifty thousand dollar mark, and this city has only fourteen thousand people. I am not the largest dealer, but I'll bet I turn over my stock as frequently and make more money, according to investment, than any other in the business. It is on the turn over, the steady sales at good profits, keeping the right sizes and the best sellers to the front and eliminating the unprofitable and the fantastic, which tallies in the end. I am not a stickler for reduction sales, although I occasionally hold one, and when I do the snaps are genuine. There are no reserves. The people can depend upon my goods. I try to follow the golden rule in all matters pertaining to retailing.

"I have not been boasting, and I do not want you to interpret our conversation in this way. I have endeavored to give you a plain statement of facts as I see them to-day, and, perhaps, I have thrown out a thought or two that will do some of your readers good, or at least afford a few some food for thought."

He Finds Men More Interesting Than Systems

First Secure the Man and Find the Job to Suit Him—Co-operation with One's Fellows is Vital—How a Millionaire Has Injected His Powerful Consolidationist Personality into the Shoe Line

In a recent issue of the Canadian Courier there appears a bright, racy sketch of D. Lorne McGibbon, consolidationist, from the pen of Augustus Bridle. The writer points out that one of the factors in the career of Mr. McGibbon, who is the president of the Canadian Consolidated Rubber Co., Ames, Holden, McCready, Limited, Goodwin's Limited, Montreal, and other large concerns is "the principle of co-operation with other men."

Interesting side lights are cast upon the career of the millionaire. The interviewer says:

A census of the top twenty men in the financial affairs of Montreal would certainly find D. Lorne McGibbon as one of the most powerfully aggressive. And he is only forty-two years of age.

A Trader at the Bottom

A big, cheery, swinging sort of man, with a grey check suit; he was soon talking in the kind of voice that has done a good deal to concentrate the attention of other men. He sat sidewise and did not smoke. I had dismissed all notion of asking him about rubber or boots and shoes or felts or white-wear. Yet at bottom McGibbon is a trader. He knows values.

A restless, partly ruminative sort of man; once in a while he closed his eyes as he ran over in his mind the things that would most likely interest other people. I'm not sure that it seemed to him like anything marvelous. Certainly he had no high-brow elevations, and made no effort to impress me with the mystery of making money.

"In fact the mere money cuts a very small figure," he said. "It's the game!"

McGibbon has an oddly dominant way of emphasizing his convictions by hammering a chair or a table or poking his fingers into your collar-bone with the energy of a prize-fighter. And this candid, outspoken, hurdle-jumping aggressiveness has done a great deal to put him where he is.

Grand Game is Business

"Business is a grand game," he repeated.

"And not a gamble"—was just on the edge of reply, when he swung into a dissertation:

"Arm-chair methods are no use. In this country a man must get out into the open. There's too much of the eternally interesting about business problems in Canada for a really effective man to be anywhere but on the trail. But I can't teach another man how to make money. That's personal—"

"And you have certain characteristics that you had to develop; had them in a crude way when you were a lad. How did you develop them?"

He rapidly ran over his career.

"But there's nothing in a mere outline like that to instruct anybody. The real thing is in fighting up. I believe in obstacles. If a man gets things easy he's the loser."

"You don't believe in being a dictator?"

"I'd be a fool if I did. Any man that believes in the qualities that make his own success ought to make a dead set on the peculiar capabilities of other men. This is an age of co-operation."

"How does that affect consolidations?"

"It's just about the whole gospel."

"How do you work it out?"

"By going opposite to the conventional ideas about business-building."

"For instance—?"

"The average axiom is—develop a job or wait for one to turn up, and find a man to do the job."

"How do you work that on the reverse?"

First, Get Your Man

"Simple enough. First get the man—and find a job to suit him. If the job doesn't exist—create one."

"But, of course, that means studying men."

"And that's the whole basis of business as well as of politics. If I didn't study men I might as well quit. Heavens, haven't you seen businesses enough run by mere systems? Isn't it a commonplace to find the head of a business studying up how to instal somebody else's system or one he reads



D. LORNE MCGIBBON

about in a magazine or a trade paper? What's the result? In a large percentage of cases absolute or comparative failure—unless along with the system you have the right kind of men to operate it. It's the creative element in men that evolves the only kind of system that can ever be useful in a business. All this ready-to-wear, hand-me-down theory of making business systems and getting men to fit them—well, some men may be able to work it. I can't. And if I could, do you think there'd be any real game in it? Aren't men more interesting than systems? Isn't the biggest problem of all how men evolve the way to work a thing out?"

"Oh, it's quite possible that D. Lorne has a number of business flaws in his herculean makeup; and that it sometimes takes the wisdom of other men to balance him up. But if he gets into co-operation with the kind of men able to do that sort of thing—why that's probably what he got them for.

A Full Quota of Mistakes

"Mistakes?" he repeated in a loud tone. "Well I guess I've made my share. I wouldn't give much for a man that hasn't. It's by facing the facts and frankly recog-

nizing our mistakes that we get ahead at all. But, if possible, I never make the same error twice. I learn my lesson. I can recall some infernally bad mistakes that I made before I had enough intuition developed to keep me clear of them. And you bet I'll never forget them!"

We talked of the smooth sort of sixth sense a man gets in business, whereby through experience he is able to see at a glance what years before he had to take home with him overnight, and spell out with his wife—and then not do it or leave it undone as he should.

"Well, I think I have a pretty fair degree of that sort of sense," he said, cautiously. "I know—as vividly as though it were this morning—how more than once I've been confronted with a proposition that to everybody else round the table looked bona fide and as solid as a rock. But from something somebody said or the thing he omitted to say, without palaver on my part—well I spotted something basically wrong with the thing and decided then and there not to touch it with a ten-foot pole. In these days of many smooth propositions and over-night promotions effected while you wait—like getting your hat cleaned—I consider that's just about necessary. I don't care whether it's called subconscious, or intuition, or just plain experience working out."

Recalling the various things that enter into McGibbon's programme, I asked him casually how he managed to keep one from muddling up another.

"Concentration," he said, tersely; and he whacked the other arm of the chair. "A business mind has to be like a camera lens—shut out all the light it doesn't need for the picture, get the proper focus and concentrate on that one thing till it's got."

"So that when you are working on rubber——"

Shuts Out Rubbers and Boots

"I clean forget everything about mines; and when I'm on store organization I shut out boots and shoes and street railway. Otherwise I'd never get through. Business is a series of concentrations and one is a rest from another. I guess it's the good old farm principle that a change of work is as good as a rest."

McGibbon did not deny that he has a certain element of courage in his makeup. He admitted that to be effective as the head of a corporation a man must be on good terms with other men in the system—mentioning one or two able men that he knew who were eternally hindered from getting any further because they were arrogant and dictatorial. He confessed that his own aggressive interest in so many things was somewhat due to the fact that he had never been content with the straight salary idea.

"Some men may be creative on a salary basis," he said. "I never could. I find that a man who never looks further than a salary is handicapped from the start. In organizing a business most of the indifference and perfunctory concern comes from the men who have the mere salary idea. Another bad drag is the man who has so little faith in anything that if he invests a dollar in the morning he wants to get it out in the evening. I call him the quick-return man, and he's a poor coot."

Spring Buying for the Retailer

"I maintain that for spring buying the average retailer will have an easier problem than ever before, at least for some years," remarked a leading Toronto dealer this week. "The people desire plain, quiet effects, and there will be less demand for novelties or freaks. Where a retailer formerly had to buy many lines, he can now confine his selections to fewer ranges, and sell just as many shoes as he did before. He can safely order in larger quantities. This will be an advantage that he will appreciate." The retailer then took out a small notebook, on which were a few figures, and he showed how, by his system, he knew how many shoes of

such and such a price, in such and such a leather, he had disposed of last season. He knew instantly whether a gun-metal button, at \$3.50; a tan Russia bal., at \$5; a patent pump, at \$4; a box calf blucher, at \$4.50, had gone well with his trade, and, learning by experience, could order intelligently for next season. What had sold well with him last season was apt to take well again next spring. He is a thorough believer that the patent leather pump with a quiet bow or buckle will have a big call, and bases his judgment on the fact that a patent pump will go well with any fancy costume of a lady who cannot afford to buy two or three pairs to match the color of her apparel. "Patent will have the demand in low cuts," he added, "and the full, round toe, not too high, is the one which will be the favorite."

The Cause of Ugly Feet

Parents who desire to save their children much suffering from malformation of the feet in after years will do well to pay careful attention to the advice given by the London County Council Medical Officer for Education. He warns parents against allowing their children to wear heavy, rigid, improperly shaped boots, and points out that much of the footgear worn by school children is made regardless of anatomical considerations, so that the foot is forced to conform to the shape of the boot. Never mind about a boot being of a fashionable shape, and whenever possible pay a good price for a pair. See that the leather is of that softness and pliancy which will conform to the shape of the foot; otherwise, if the foot of the child is forced into a boot of unyielding leather, rendered unbendable by nails and rivets used in the process of manufacture, it is cramped, and the end is deformity.

The result of wearing badly-made and unsuitable boots is that the great toe of many children, before the age of 14, is found to be forced outwards from the middle line, and the majority of them are flat-footed. Then, again, many people seem to think that it is necessary that a child's ankles should be supported by a stiffly-laced boot, which makes the ankle almost unmovable. This, of course, is quite wrong. The ankle, like the foot, should be free for any movement, otherwise a child is apt to get into the habit of shuffling along or with an exaggerated movement of the knee-joint, lifting the foot off the ground and carrying it forward without any flexion of the ankle-joint, thus getting into that flat-footed manner of walking which is so ugly and prevents indulgence in healthful exercise.



THE INVITING BOOTH OF THE ANGLO-CANADIAN LEATHER CO. AT THE CANADIAN NATIONAL EXHIBITION, TORONTO



How to Make a Neat Glass Sign

Can Be Made by Cardwriter at a Small Expenditure—Sign of This Kind is Both Effective and Ornamental—Way to Draw the Pattern and Transfer It to the Glass—Black Is Good Color for Signs of This Nature

By R. T. D. EDWARDS, The Robert Simpson Co., Toronto

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In many stores there are open spaces in front of windows and at the sides and back of the building that could be turned into valuable advertising space by the use of glass department signs. They cost considerable if ordered from

BOOTS AND SHOES

FIG. 1

a sign painter. They can, however, be made by the cardwriter at a small expenditure, and to explain the process of their construction, we will depart a little from regular showcard-writing in this lesson.

Materials Required

The first thing to be decided on is the size of the sign. One foot wide and six feet long is found to be a very useful size where one or two words are needed. Secure a piece of plate glass of proper proportions. Before any lettering is done clean thoroughly the side of the glass to which the paint is to be applied. Now get a piece of manilla paper the same size as the glass. On it lay out the wording in the size and style that is desired for the finished sign, using

BOOTS AND SHOES

FIG. 2

a plain block letter, as it is more readable than most other types, and as the letters must be made backwards, this plain type is comparatively easy to execute.

Pay close attention to spacing the letters. Use guide lines as in previous work. For a sign a foot wide the letters should be about eight inches high, with the initial letters one inch higher. The strokes of the letters should be about one and a half inches wide, and to assist in keeping the strokes of uniform thickness, cut a piece of cardboard eight inches by one and a half inches for a pattern. Fig. 1 illustrates how the layout on the paper should appear when finished. As previously mentioned, the lettering is to be done backwards. This is because the brush work is done on the back of the glass. The layout or pattern as we have it now is the usual way. To reverse it place carbon paper, black surface up, under the full length of the pattern, and trace carefully the outline of each letter, turn your pattern over and the result should be as Fig. 2. Now place the pattern under the glass, seeing that the edges of the paper are even with the edges of the glass, and the job is ready to be lettered.

About the Color

Black is a good color for signs of this nature. If it is used secure drop black ground in oil. Avoid all paints

ground in Japan for glass work as they crack easily. While black produces the most easily read signs, other colors are good too. For instance, you could use paint to match your fixtures. These, of course, would have to be mixed by a painter.

The Lettering

Before beginning the brush work, do not overlook the fact that the letters are cut-outs, or they are to be left open and the background painted in, as in Fig. 3. Use an old sable or camel's hair brush to do the lettering. Keep the paint quite thick or the brush will slide too easily on the glass. Outline the letters first, using a ruler to guide the brush in making the straight lines. The curves should be made with a good free-arm movement. When the outline is

BOOTS AND SHOES

FIG. 3

completed the background may be quickly filled in with a larger paint brush. Allow the sign to lie flat while drying. Give it a second coat, having it standing on edge before a good strong light. This will enable you to cover all the thin spots. The sign may now be framed with wood to match the fixtures and suspended by means of brass chains.

Fig. 4 illustrates how the finished article should appear when in position. It not only draws attention to a department that may be overlooked on account of being at the back of the store, but it is a piece of furniture that blends nicely with other fixtures.

In case the position where the sign is required is not in front of a window, a solid letter may be used instead of a transparent style. A solid white letter is good. For it use



FIG. 4

thick white lead thinned with turpentine. Gold leaf also makes an effective sign. It is, however, more costly and harder to apply. To make the sizing put a small quantity of isinglass in lukewarm water. Use a large camel's hair brush to apply the size; just one letter at a time as the leaf is put on. The gold leaf is applied with a gilder's tip. By

touching it to one's hair the gold leaf may be picked up and put in the desired place. When dry, back the letters with the same kind of paint that was used previously.

Following the instructions outlined herein, the card-writer should be able to make some desirable department signs at very small cost.

Some Facts Behind Increased Prices in Shoes

Marked and Irresistible Advances in Every Item Which Enters Into the Shoe and Its Manufacture Force Both the Makers and Dealers to Pay Higher—Materials Have Jumped from 10 to 35 Per Cent. in a Few Weeks

The public has been informed of a coming increase in the price of shoes. The amount has been greatly exaggerated by some writers, who are not aware that an increase of five cents a pair wholesale is a point of long debate, and that an increase of as much as ten cents a pair would block the markets for a month. The truth regarding the situation will interest every buyer of shoes, says the Boot and Shoe Recorder.

As has been pointed out, those who want to know why shoes cost more should glance at the current market reports regarding grain and meats, in any daily newspaper. With corn at 80 cents a bushel, does anyone suppose farmers can afford to feed it to cheap cattle?

With corn at such a valuation, the price of beef must necessarily be high. No housekeeper needs to be told that beef and meats of all kinds are high; and the price of this primary product governs ultimately the price of leather, for leather is merely a by-product of the animal part of our food supply.

Shoes are costing more simply because it is impossible for the shoe manufacturer to get the materials to make them from, without paying from 10 to 35 per cent. more than he paid a few years ago.

Steaks and Soles Go Together

Recently the best cuts of beefsteak in the better class markets of eastern cities went to a flat 50 cents a pound; the same week, sole leather went to 40 cents a pound. This will illustrate what we have pointed out above—that prices of meats and prices of different kinds of leather march side by side. We do not mean to say that an increase in meat prices is instantly reflected in the price of finished leather, as that is not usually the case; but there is a general correspondence, and when there has been, as is the case now, a long continued rise in the price of meats, there is an inevitable forced increase in the price of leather. With beef at such prices, leather will go still higher, as the full strength of the market impulse is communicated to it.

These are certainly easily understood statements, and they should be fully and fairly considered by the public. Everybody wears leather shoes in America. We are possibly fortunate to be able to wear leather shoes thus generally. They are not wholly common the world over, inasmuch as considerably less than half of the human race wear them at all, and even the richest nation in Europe, use many inferior styles of footwear, including such devices as the sabot of France and Holland, the wooden-soled, iron-bound clog of Lancashire, England, and the rope-soled alpargata of Spain.

The Cheapest in the World

As we have stated, the amount of advance in price is often exaggerated. Wholly unjust statements sometimes accompany these exaggerations, to the effect that American shoe manufacturers and dealers are extorting exorbitant profits. As a plain matter of fact, susceptible of positive proof, there is no other country in the world where shoes of like quality can be bought at retail as cheaply as on this continent.

The identical high-grade boots for women, which retail in this country at \$5, bring \$6 to \$6.50 in Paris, \$7.50 to \$8 in South America and in Mexico. We do not mean similar boots of French and South American manufacture,

but identically the same American-made shoes, shipped abroad and sold in competition with local products of those countries.

American Shoe Exports

United States are shipping abroad nearly twenty million dollars' worth of shoes a year, the greater number of them going to countries which levy adverse duties of as high as 40 per cent.

No indictment of unjust profits of extortion can be truthfully laid against the American manufacture of shoes or the American retail dealer in shoes, because both shoe manufacturing and shoe retailing are conducted with the closest possible economics, combined with the highest efficiency.

Close Profits "Bar" Trusts

Here is just one item of proof: In all the years since "trusts" in other lines have been flourishing, no trust has ever been formed in shoe manufacturing, nor has there been even the slightest resemblance to a trust. The great primary reason is that the margin of profit is too small to look attractive to great financial interests. There are more than thirteen hundred separate establishments in this country manufacturing shoes, every one of them in free competition with all the others.

The Increases in Cost

Figures showing the increase of cost in shoe manufacturing in the way of advance in shoe materials become obsolete almost while they are being printed. The following tabulation, which was first published in the month of June, has already been rendered out of date, with reference to several of its important items. Nevertheless, it will serve to illustrate the main fact that shoe materials have gone up.

	1905	1912
Upper Stock	\$0.60	\$0.735
Sole Leather28	.295
Innersole12	.11
Heel09	.1075
Top lift04	.0425
Welt06	.06
Royalty05	.046
Counter057	.0625
Lining044	.0569
Trimming062	.073
Labor602	.6144
Findings173	.2158
Mfg. Expense201	.2226
	<hr/>	<hr/>
	\$2.379	2.6412

Increase, 11 per cent.

From Actual Experience

The table shows an actual cost comparison as made by a shoe manufacturer, one of the largest and best known in the United States, and giving the comparisons between cost in 1905 and the early part of 1912, in the producing of a men's fine shoe of medium grade. It made be said that with a reasonable allowance for interest on investment, also adding in freight and other expenses of wholesale distribution, and a moderate profit for the retail dealer, this shoe would retail for about \$3.50. As we have stated, many of

these items are already out of date, but with every item except one, market conditions have strengthened and prices have increased—that is the item of lining.

The Cost of Doing Business

In a general way, the "cost of living" affects the retail dealer as much as it does anybody else. That is to say, his expenses have been forced upward. We append here an actual transcript from the records of a well managed shoe store, making the same kind of comparison between costs to-day and costs seven years ago. We take 1905 as a basis, inasmuch as to go back five years only, to 1907, would land us in the panic year, which would not be a fair comparison in the matter of prices. We do not wish to exaggerate prices, but only desire to give a conservative and truthful showing of conditions.

A retailer's cost of merchandising in 1905 and corresponding cost in 1912:

	1905	1912
Rent and Heat.....	\$780	\$1,120
Light	180	292
Express	16	74
Equipment	46	128
Advertising	420	720
Postage	60	70
Insurance	72	76
General Expense	112	256
Salaries	2,480	2,850
Depreciation	350	820
	<hr/>	<hr/>
	\$4,516	\$6,406
15 per cent. increase trade.....	677	

Increase, 27 per cent. \$5,193 \$6,406

This store did about 15 per cent. more business last year than it did in 1905, and the table allows, as will be noted, \$677 expense to cover that proportion of increase. Even after making that allowance, the expense in 1912 was 27 per cent. ahead of the expense in 1905.

They Have Fought Against Advances

The merchants and the manufacturers have not added any of these expenses recklessly or carelessly. If they were not first class "bargainers," with a hawk's eye for saving money, they would not and could not be manufacturers or merchants at all. It may be taken for granted that they have not yielded in a single instance to any increase in price, except after a resolute fight against it, whether it be a question of a cent a pound more for leather, or an increase in rent, or an increase in wages. The consumer may depend upon it that everything possible has been done in this part of the battle against increased cost.

Are Concrete Facts

These are actual, definite, concrete instances taken direct from the books of a well-managed factory and a well-managed store. They show conservatively, in fact too conservatively to be up-to-date, the increases in the way of cost which have been absolutely thrust on the manufacturer of shoes and the retail shoe dealer in shoes.

Every line of investigation that is genuine and is based upon facts, and not imagination or hearsay, will sustain the contention that the leading manufacturers and distributors of shoes are serving the community economically and efficiently. Prices of shoes are rising, it is true; but it is because the basic materials of shoes and the absolute essential cost of doing business are being forced upward by a condition over which no department of the trade has control.

The Primary Cause

The cost rests primarily upon the cost of raising the animals, the skins of which are the principal materials used in shoes. There may be manipulation of price on the way; there may be some extra price elements injected by the meat packers, whose greed has been indicated in more ways than one; but these affairs are before the matter comes up to the shoe manufacturer or the shoe dealer, and are certainly beyond their control and ought not to be charged against them.

The American shoe trade is getting to be a big business. The American shoe stores are selling more than two million dollars' worth a day, and the trade is proceeding rapidly on the way toward being another of our "billion dollar industries." The conditions surrounding it should be made known to the consuming public, for true economics in shoe purchasing will come through genuine information, not through misinformation.

The Real Economies

The public should not expect the impossible, and should study the genuine economics which are possible in the buying of shoes. Wearers who buy for service and not for style can buy shoes that are built for service, with style a secondary consideration. They can save money by buying shoes from reputable dealers rather than "sample" fraud stores and dealers in cut price, shoddy goods. They can save money by buying shoes which fit the foot perfectly and which therefore will not be strained out of shape in wearing, and may consequently be repaired profitably. They can save money by buying their shoes with reference to the use for which they are intended, instead of buying light shoes for rough work.

Those whose circumstances enable them to indulge their tastes in fine footwear, with style as a primary consideration and durability secondary, can be served with the finest shoes made in the world by factory methods of production, and can buy them at prices lower than the same shoes could be bought for in any other country—shoes, the style of which other nations are busily copying. They can buy shoes for from \$5 to \$10 a pair, which can be duplicated abroad only by paying \$16 and \$25 a pair to the custom shoemakers of London or Paris.

Both classes may depend upon it that American manufacturers and dealers are supplying their wants at close margins of profit, and that prices increase only because of marked and irresistible advances in every item which enters into the shoe and its merchandising.

A Brace of Bright Salesmen

Perhaps the Martineau boys are not twins, but a lot of shoe retailers in Quebec Province, when their memories are not working right, would assure you they were. Henri Martineau has been selling Ames-Holden-McCready shoes on the Island of Montreal since this company has been operating, while before that he was identified with the old McCready Co. He still sells McCready shoes in Quebec



HENRI MARTINEAU



AUGUST MARTINEAU

City. Years ago he was identified with Michaud, Lambert & Co., and with the Kingsbury Footwear Co. He is a practical shoe man and was identified with the Regina Shoe Co. at its inception. Henri is very popular wherever he goes. Gus Martineau is selling for the O. B. Shoe Co. of Drummondville, who are making a bread and butter line of welts, and for the Solid Leather Shoe Co. of Preston. Like his brother, he has been 20 years selling shoes and he was one of the first travelers for the Smardon Shoe Co. and traveled for six years in Western Canada and elsewhere. He was five years with O. Vinette and five with Lefebvre & Frere in Montreal. The reader can guess for himself the difference in the ages of these two bright salesmen. The SHOE AND LEATHER JOURNAL knows, but promised not to tell. Both salesmen have city sample rooms at 502 St. Catherine East, Montreal.

Some New Features for the Window Trimmer

CONDUCTED BY A. A. DAoust, MONTREAL, QUE.

No. 1

A Garden Wall Effect Which Should be Built of Half Inch Lumber and Covered Smoothly With Felt in a Buff or Nile Green Color.

The grape box in the centre can be made of ordinary shoe cases and stained or painted the same color as the felt covering. The pillars and walls could be painted cream color.

Use plenty of grape vines and grapes falling from the back of the wall and drooping from the box.

The plaster of paris effect on the pillars could be purchased from firms selling plaster of Paris relief decorations, and if this is found impossible, use foliage on the pillars the same as on the wall.

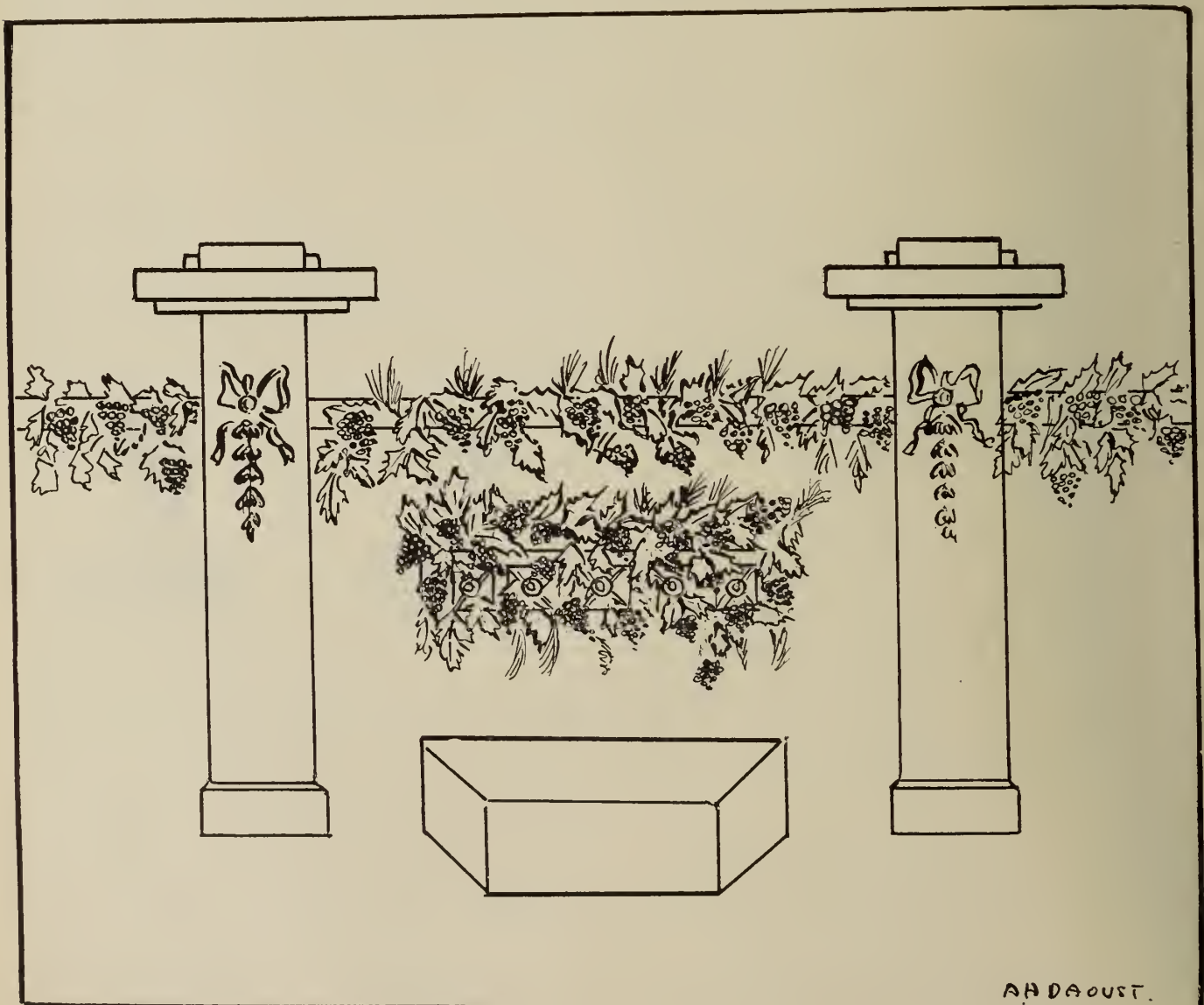
Use a nice, neat, seasonable card with a few words; neatness hereon is very important.

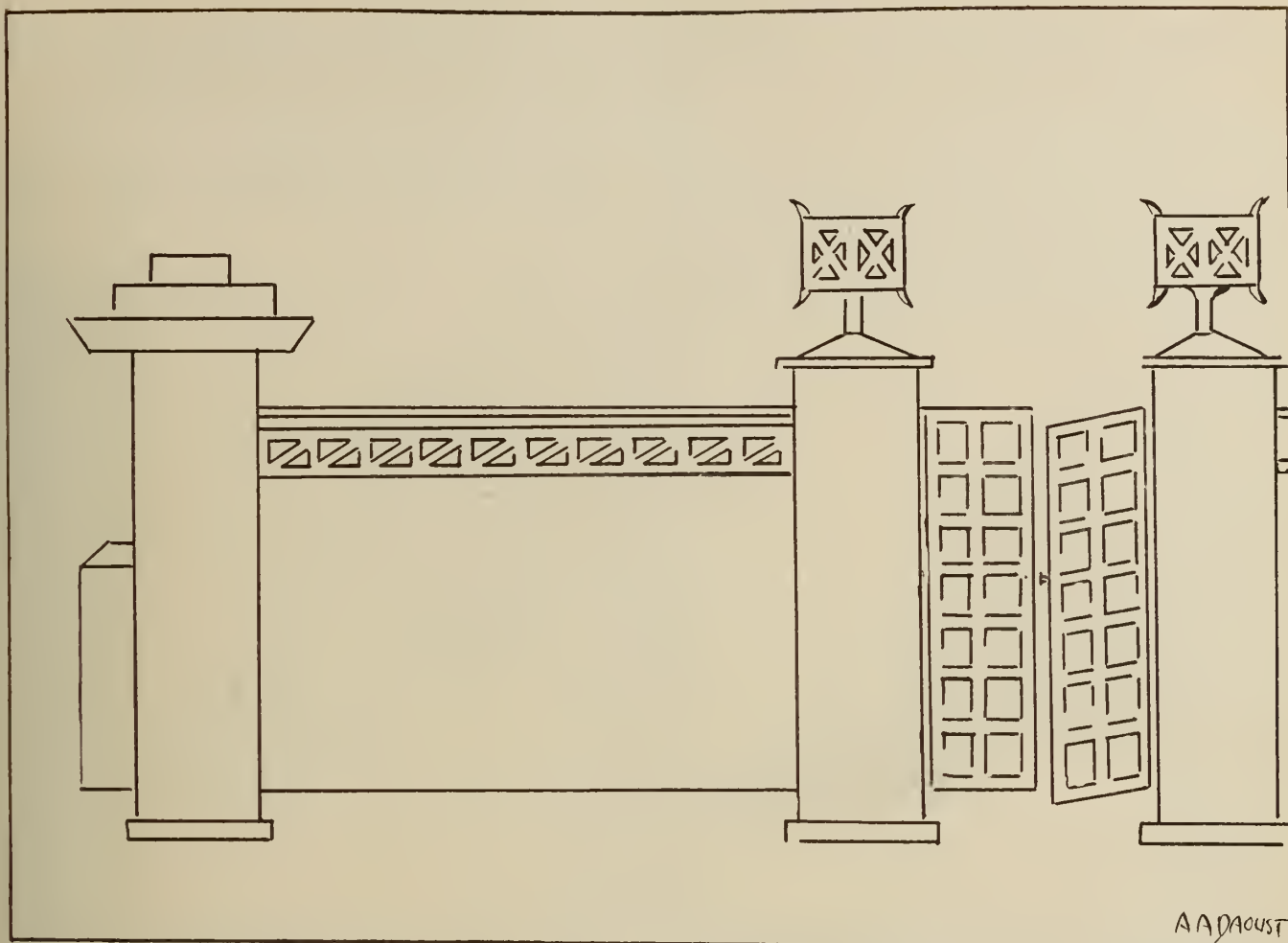
If Nile green felt is used for the wall, use cream color felt to cover the floor of the window.

No. 2

A Simple Background That Could be Used as a Permanent Background or only for a Few Days.

The whole thing could be cut out of lumber about three-quarters of an inch thick, and covered with felt; or it could be made of fine wood if the trimmer is going to use it for a permanent background. If felt is used, a good color for fall would be tan color, and the little gate or doors should be painted a nice cream color, as it would be easier to paint the doors than to try to cover them with felt. The little design or border on the fence could be cut from felt and applied to it, giving it a cut-out effect. The felt for this should





NO. 2

be cream color, as are the doors.

The lanterns on the post would have to be made by a carpenter or by the trimmer in a simple design, and would be very effective stained pale oak with pale green glass.

Use a cream color felt on the bottom of the window, stretched smoothly.

A fall card with air-brushed maple leaves would be very appropriate.

If the trimmer uses artificial decorations, maple leaves in fall tints would look very attractive if seen just falling over the wall and posts.

Take an Introspective View

The great majority of failures in business are due to the "lack of knowledge of costs." Eighty per cent. of all failures are either from incompetency, inexperience or lack of capital, and in each of these cases it is found that incompetency, inexperience and lack of capital resolve largely into the question of cost. Incompetency in figuring cost occasions more loss than incompetency in any other direction; inexperience in cost constitutes 50 per cent. of the "inexperienced failures," and cost is the leading factor in failures from the "lack of capital." A business not founded on correct cost obviously requires greater capital. There are no profits to augment capital and nothing to prevent an unprofitable volume of business. Another cause for failure which is frequent is "too much credit." Here cost again is the principal reason. Usually the bankrupt has failed to add his percentage of credit loss to his cost of doing business, in which case he would have discovered that it is either necessary for him to add to his selling price, so as to cover his percentage, or to reduce his losses, or go out of business. The business man who has not figured out to the nicety what

his expenses are and what percentage of profit he is making on his various lines of goods, is working "in the dark," and is very apt to experience unpleasant surprises when the time for stock-taking and balancing of the books comes.

Pleasant Event Celebrated

The Rossendale (England) Free Press of August 24 contains an interesting report of the coming of age of Miss Elsie Trickett, youngest daughter of Sir Henry Trickett, the noted slipper manufacturer, of Waterfoot, and Lady Trickett. The Free Press says in part: "In celebration of the occasion the young lady has been the recipient of many gifts and congratulatory messages. From a numerical point of view, at any rate, the gift from Sir Henry's workpeople at Waterfoot was the most important one, and the presentation ceremony of this took place in a large storeroom at the Gaghills Works on Friday afternoon, in the presence of about a thousand employees of the firm, and the gathering was of a crowded and enthusiastic character. The gift was a spontaneous sign of the affection felt by the workpeople for Sir Henry and his family, and everyone connected with the works subscribed his and her quota. A committee was formed to make the arrangements, and with the money they received their choice fell on a plain but beautiful diamond bracelet. Mr. S. Whittaker presided over the ceremony, which was of an informal character, and there were also on the platform Miss Trickett, Sir Henry and Lady Trickett, Mr. Oliver Eatough, Mr. S. West, Miss Brown. Miss Trickett made a neat little reply to the gifts. Sir Henry Trickett was also called upon and given a splendid welcome. Mr. O. Eatough voiced the thanks of the gathering to the committee who had had charge of the arrangements, which had been carried out so successfully.

Plain Effects are Finding Favor with Most Buyers

The Spring Goods Orders Are Coming In Encouragingly—Some Firms Think There will be a Stronger Demand for Patent Leather—Buttons are Gaining all the Time In Popularity—Some New Things That Are Seen

The spring offerings of Getty & Scott, Galt, are characteristic and distinctive. The line this year evidences the highest type of shoemaking, and the up-to-date styles, grace and finish of the various creations at once appeal to the visitor. The new Cossack cut top is decidedly attractive. In this cut are shoes of twenty buttons, with white calf quarters and tan and patent leather vamps and foxings. The buttons are white pearl and the heels run from tenths to fifteen-eighths, being a little lower than last year. Many of them have the new horseshoe effect top piece. The



WOMEN'S ELEVEN BUTTON, KUSHION SOLE, DULL CALF TOP, PATENT TIP—BY THOMPSON SHOE CO.

line in buttons is exceptionally strong, and the new lasts added by the firm embrace the moderately high, roomy toe, the short, receding toe, and the rather full, round toe. A 17-button, with white kid top and tan vamp, is certainly unique with the label fly. Seventeen pearl buttons run in a diagonal direction from the fore part of the back stay. This shoe has a new receding toe. Another attraction is a tan calf bal. on a receding toe last. A nut brown calf with Hussar cut top is very smart. Among other features of the line for spring may be mentioned a high black satin shoe with pearl buttons, a patent leather button with dull kid top and mauve suede top, band and fly facing; a 17-button, black suede vamp and foxing with dull kid top. In low cuts may be seen a woman's black satin two-button oxford with white pearl buttons; a black satin three-button oxford, with a receding toe; a gunmetal kid, three-button oxford, and a grey kid, two-button oxford; a patent leather five-button oxford with white kid top and rather high round toe; a patent with pearl grey kid top and smoked pearl buttons; a gunmetal calf, five-button oxford, with black cloth top; a patent five-button oxford with dull kid top; a gunmetal, six-button oxford, with suede trimmings and horseshoe shaped heel; five-button tan calf oxford with Cossack effect top; and white nubuck, five-button oxford with the receding and also high toe. In the line of pumps the ornaments are leather, metal, oxidized, celluloid, corded silk, satin, etc. A curiosity is a panama straw pump with white corded silk bow and binding and buck centre piece. A gunmetal pump with a black corded silk bow and silk fringe collar, is decidedly chic. Another gunmetal pump with white hatband binding is rather fetching, and a patent pump with fancy white kid collar is fascinating. Many lines this year have the suspension arch support. In misses' and children's lines there are many very pretty patterns to be seen in turns, McKays and welts. "The Skuffer," which term is registered in Canada by Getty & Scott, is made in all sizes from 5 to 13½, for children. They have spring heels with a sewed heel seat, and come in all leathers. A misses' strapless pump also attracts attention, while a red calf top and patent vamp and an all white calf in infants', are very pretty. Many

other lines are seen in soft soles, and the selection certainly has not been surpassed by this firm in its long and successful history.

Showing Four New Toes

The Tetrault Shoe Mfg. Co., Montreal, are showing no less than four new toes, in an endeavor to please all tastes and fancies. A modified high toe shoe, American velours calf, blucher and bal, straight perforated foxing, matt top, is one counted on by the firm as a sure seller. It is a happy medium between the extreme high toe shoe of last season and the receding toe of this year. The drop toe is shown well in an American tan calf oxford, circular vamp, blind eyelets. There are several high toes, such as proved steady sellers last year. A decidedly new last is one on Parisian lines, a bal, rather receding toe effect, but more after the French style shoe than the English. It looks like a comfortable wearer and is a dressy looking sample. The range is one of the most extensive and finest yet offered by the Tetrault Company.

Harry Thompson, of the Thompson Shoe Co., Montreal, reports great business on the line of Kusion Sole shoes for women, for which he is sole distributor for Canada. For a flexible shoe one could not desire a better than any one in the samples. The illustration on this page is an average shoe. They come in patent tip and plain, and carry either leather or rubber heels, 1 inch neat. Some are white kid lined. The entire output of the factory is taken by this company. Besides these shoes the concern is showing a fine line of fall samples of men's and women's welts and McKays.

J. W. Hewetson Co., of Toronto, have installed a number of new lasts for the spring trade, and are making several splendid lines on natural foot shape forms. They report that there is a big demand for gunmetal and box calf, in



MEN'S PATENT BAL., MODERATELY HIGH TOE AND MEDIUM HEEL—BY TETRAULT SHOE MFG. CO.

children's, girls', youths', and college girls' shoes. There is a fair representation of tan, white buttoned lines are very strong. Some neat effects in patent leather combinations are shown with matt calf and colored tops. There are no treaks shown. The firm say that they are very busy.

Big Demand for Buttons

The Rowen-Ogg Co., Guelph, have installed several new lasts and are showing the receding toe, the medium high toe.

SPRING STYLES



By COOK FITZGERALD Co.



By JAMES LINTON & Co.



By BRANDON SHOE Co.

*SPRING
STYLES*



By A. P. CIMON MFG. CO.



By REGINA SHOE CO.



By GETTY & SCOTT.

and the rather full round toe. There is a slight tendency to lengthen vamps and to lower heels. A fine range for women is shown in 16-button, in tan, gunmetal and other leathers. Some have patent vamps with dark cloth tops, while others, in tan, have cravanette tops. The firm anticipate that there will be a strong demand for buttons in all lines. They are making a liberal showing of patent with matt calf top on a moderate receding toe. A number of exceptionally attractive bluchers are also displayed in children's, girls' and misses' lines. Some Colonial, ankle strap pumps with gilt buckles, a few having silk inserts, are unusually attractive. Others are shown without the tongue and are very pleasing. A four-button oxford in all leathers is another strong feature of the line. In women's pumps, leather, silk and buckles form the chief ornaments of the fore parts, and the toes are rather full and round. A splendid line of youths' welts is also displayed. The whole line is characterized by quiet, effective shoe making, and there are no freaks. The firm report business as being exceptionally brisk.

Some Nice Offerings

The W. B. Hamilton Shoe Co., Toronto, have for spring two new lasts for men and three for women. For men they are showing the custom last with the short receding toe, and also a moderately high receding toe, rather wide. Buttons are rather strong with them this season. They are displaying four lines of men's high cut button and an equal number of low cut, generally of the three-button variety. The five eyelet oxford with the medium high toe in tan, gunmetal and other leathers is also presented. Heels are lower than last year and the effects generally are plainer. Some men's smart shoes are seen in Arabian horse and dongola. In women's, the firm, for the first time, are making a growing girl's shoe in all sizes and leathers from one to seven. It has a moderate receding toe. There is also a women's last in E width as well as a new pump last with a neat, round, rather full toe. These come in tan with flat, corded, silk bows, as well as in colonial styles. Buttons are a pronounced feature of the line, and are cut about the same height as last season.

Pumps Will Sell Well

A Lynn manufacturer writes the SHOE AND LEATHER JOURNAL as follows: "It is our belief that pumps and button oxfords will be the largest sellers. The toes still tend to the broad high toe, especially in the West. The recede toe is not popular except in the bigger cities, and even then only in limited quantities. We have put in four new lasts. These include a low heel, medium broad toe for a big misses, for which we have had a great demand. Another is an exclusive Western style, which is an extreme broad toe. The West is always calling for snap, and in this last it gets it. For the big cities of the East we have a new custom last, which is still needed for city trade in New York. We have also added a medium narrow toe for conservative trade, with a 13-8 and 15-8 Cuban heel."

Over the Counter

You don't want the clerks telling tales out of school, but you do want them to boost the store all they can among their friends outside.

No matter whether you need the goods or not, do not buy more of them than you can pay for. Because there is a long dating on a bill is no sign that it will not come due just the same and have to be paid.

Just because you are a merchant rather than a man of letters do not think it will pay you to read good literature.

You may be sure that dark wood in the store will eat up a very large percentage of the light and require a bigger lighting expense to secure satisfactory results.

Lots of salesmen talk too much, but the salesman who says too little never sells many goods that aren't asked for. If you know what the happy medium is, try to educate your clerks to it.

Don't Snap Bargains Too Quickly

Otherwise You May Get Properly "Stung"—Odds and Ends Offered May Duplicate Your Own Sizes and Widths Already in Stock

Every season some few retailers get very well "stung" on bargains that are really not bargains at all. Before these bargains are taken up if a little head work were indulged in, they would be left strictly alone in a great many instances. The Boot and Shoe Recorder recently gave an instance in point, and a synopsis of a talk with a big manager and buyer who had been offered a lot, including about 4,000 pairs of medium and poor grade misses and women's shoes at 60 cents a pair. His first impulse was to snap them up, but then the Scotch element in him came to the surface and he had another think.

Would Simply Duplicate Stock

He decided to take a complete list of the sizes. Then he went home and had a complete list of the sizes in his own stock made. He found to his great surprise that three-fourths of this lot would simply duplicate sizes and widths in which he was already overstocked. In other words, it was composed largely of end sizes. The Recorder goes on to say that there were 2 AA's by the dozen and 7 EE's, but there were mighty few of the middle widths in sizes 3½, 4, 4½ and 5. This would mean that he would be simply stocking up on more end sizes than he would sell in two years in the ordinary course of business. Naturally he turned down the bargain.

Hold Down End Sizes

"This subject of holding down the end sizes and guarding against surplus in them has received very serious consideration from dealers for the past year or two. The dealers have begun to think and this thinking has crystallized into action, resulting in careful examination of the stock list, and many a surprised merchant in nine cases out of ten, finds that he has more of the end sizes than he had any idea of—and in more different styles as well. We believe that this is one of the points to which extra attention should be given in a great many stores. We believe, too, that manufacturers will pay more attention to this in the future. They are perhaps partly to blame. At least, if they try they can help any retailer to guard against overstocking. The manufacturer in the above instance was no doubt a little surprised when he came to find that he had 4,000 pairs in sizes that he had to mark down to 60 cents a pair in order to move them.

From One Extreme to the Other

"The customer with a 7 EE foot or the customer with a 2 AA foot is entitled to service of course, but can you afford to stock such sizes as this in every style you carry? Most emphatically not! You cannot even afford to stock the A or E widths in such sizes in every style.

"Let it be remembered that you can always get those sizes in any style on special order from the factory. That is usually the best method of handling these extremes. We, of course, do not refer to 2 AA as being the only size in which care is needed. There are half a dozen dangerous spots in this neighborhood on the size sheet and in the corresponding extreme at the other end of the list," concludes the Recorder.

Bargains That are Not Bargains

Many Canadian retailers can read this advice given to their American confreres with profit, because quite a few of them snap up just such bargains as these when on a buying trip and get properly "stung." In reality, when their own circumstances are considered, in nine cases out of ten such a bargain is no bargain at all. Why is the manufacturer long on such odds and ends? For the very reason that the retailer is in the same position. They are poor sellers with both manufacturer and retailer, because there is so little demand for them. Investigate before buying every time.

That In-Stock Department of the Shoe Factory

Why Many Manufacturers Do Not Carry Such a Department—Capital, Space and Other Problems Involved—Many Think It Better To Leave Carrying Stock to the Jobber—Others Do Not Want the Extra Trouble

Very often when a shoe retailer runs short of a certain line and has to wait from six weeks to two months, or even three months at times, to get his order filled, he is inclined to criticize that particular manufacturer for not carrying at least a number of his best selling lines in stock to provide against just such emergencies as this. Hence, one often hears the question asked, as to why all manufacturers do not carry an in-stock department as a part of their business.

Well, there's a reason, as our friend Post would say, or rather when you ask the manufacturers about it, they will tell you there are very many reasons why such a course is inadvisable. There are quite a number of manufacturers who would be willing to carry such a department, but—there is generally that "but" cropping up somewhere in the story. Of course, some of our most successful manufacturers do carry a big stock, but they are in the minority.

Here are some of the "buts" mentioned above, that one hears when he begins to make inquiries along this line:—

Much Capital Involved

First, the question of capital. Now the manufacturing business is no sinecure, by any means. When you have hundreds of hands on a weekly pay-roll, and hundreds of sides of leather to buy at frequent intervals, to say nothing of other raw materials and supplies, it takes no small capital to keep things moving along smoothly, especially as it does not take the sellers of the various kinds of raw materials, from leather down, that are used in a factory, very long to get drafts through for any purchases made by the manufacturer.

Now, if on top of all this expenditure, the manufacturer has to provide the extra capital to enable him to tie up a lot of money in stock that he thinks there will be a big demand for, and probably wait a whole season or even more, for returns, his supply of ready capital for the regular operation of his business is likely, at times, to be very seriously curtailed. It is just such curtailment at critical times that has wrecked many an otherwise promising business.

Moreover, it will often take a mind-reader—or a prophet—to figure out just what lines will be popular—and the average manufacturer does not pose as a prophet. He has about enough to do to stick to his business of making shoes. Therefore, the firms that do not carry an in-stock department usually carry only staple lines; and if the retailer runs out of some new line early in the season, because of its unforeseen popularity, he is usually unable to get his sorting order filled in less than the regular period.

Manufacturing Has Enough Problems

Again, here is where the jobber comes into the deal. The manufacturer is likely to look at the matter in this way. "Why should I tie up a lot of capital in an in-stock department when the jobber, who has no manufacturing expenses, carries a complete stock of representative lines at all times? It would be better for me to manufacture certain lines for the jobber, and let him carry them in stock for the retailer, than to stand the expense of carrying them myself. I need all my capital for manufacturing processes proper, without trying to cover part of the jobbing field as well."

Space Often Too Limited

Then there is the element of space. It takes a lot of space to carry a really representative in-stock department. If many retailers could see the congested state of many Canadian shoe factories to-day owing to the fact that business

has outgrown the space a few years ago was considered ample for years to come, he would realize that a stock department under the same roof—where it should be for best result in the quick handling of repeats—is a physical impossibility. And such a congested state is not the fault of any mismanagement on the part of shoe manufacturers. It is the result of very rapid growth due to the marvellous expansion of Canadian industries and prosperity everywhere. In many factories every inch of space is used to the best advantage, and prompt building is the only way to relieve the congestion and provide for the future.

And here again, the inability to put in an in-stock department is clearly shown. The capital needed for this purpose will be vastly better employed in the average factory in providing for future growth in equipment and building space. The manufacturer much prefers to be in a position to fill sorting orders with the least possible delay.

Insurance Premiums and Depreciation

The insurance question also plays an important part in the problem. The premiums required to protect an in-stock department of any extent are by no means, light and the manufacturer much prefers to make up his orders and get them out of the factory as rapidly as possible so that he can not only realize on them promptly, but be relieved of any possible danger of fire.

And, of course, the manufacturer takes big chances in operating an in-stock department—chances of shop-worn goods to be disposed of at a sacrifice—all of which militates against the best kind of manufacturing success. Concentration pays in this as well as in other lines.

Every question has two sides—and this one is no exception. In the next issue of the *SHOE AND LEATHER JOURNAL* the contra side of the question will receive proper recognition. Some manufacturers have big successful in-stock departments, and pride themselves on the fact that a retailer can order any staple line at least, and receive shipment at very short notice.

Enough has been said here, however, to show the retailer that there is a legitimate reason for many manufacturers declining to add an in-stock department to their already heavy responsibilities. It is largely a question of capital at bottom, though the question of temperament also enters somewhat into the proposition. Some shoemen refuse to bother with what they consider is jobbers' work pure and simple.



THE EXCELLENT EXHIBIT MADE BY THE GUTTA PERCHA MFG CO AT THE CANADIAN NATIONAL EXHIBITION, TORONTO

From the Cow Pasture to the Shelf of Retailer

CONCLUDED FROM THE ISSUE OF AUGUST 1st

In several shoe factories a "clicking machine" stamps out the patterns, but this method, while it has some advantages, requires two separate and expensive steel dies to make the two opposing sides of a shoe, whether quarter, side stay or what, and the old style pattern can be used for both, the operator simply turning it over to get the other side. On the accuracy of these patterns depends the beauty of the finished shoe.

And on the neatness with which the cutters get the most patterns out of a given hide or skin depends a large item of the manufacturer's cost. For it is easy enough to spoil a pattern or overcut into another, and such material costs anywhere from 10 cents up to 50 cents a foot.

Out in the cutting room there are rows on rows of cutters, each with a cutting stone of peculiar composition, on which the sharp blades shear off the leather as they are drawn closely around the pattern.

Upper Cutting

These men must not only cut accurate patterns, but they must also cut material "on the bias" (as the dressmaker says) in order that when the piece is made into the shoe the tension which the wearer's foot puts on it will not draw it out of shape or split along the grain.

The leather cutter cuts at times 10 pieces. Yet some shoes require 14 different parts, including uppers, vamps, toe pieces, back stays, lace stays, etc. Often there are slight flaws in an otherwise perfect skin. These must be avoided and worked around so that there will be no weak spots in the finished shoe.

Skins of the same sort often differ in quality and color. The factory inspectors make a specialty of sorting the skins carefully, and the cutter must also see that for the same shoe the same colored pieces are matched and marked. For, strange to say, in the same skin there are often different shades of the same color. And the shoe must be uniform in its appearance.

The small scraps which are left from the cut-up hide are not thrown away, as we shall see, but carefully saved for other purposes, such as stay-making, braces, heel-making, or perhaps only for the ultimate destiny of the leather-board—a cheap imitation of leather, which also helps the clever manufacturer to reduce his costs.

The Lining Room

On another side of the cutting room can be heard the dull pounding and chug of "dinking machines." These are cutting out patterns like those of the upper leather in cotton stuff, which is laid out 20, 30 or 40 folds thick. A heavy steel die is then placed over, and the great stamping beam of the machine comes down like a guillotine.

It doesn't take long to shape out the linings by this method. Then we see these upper leather and lining pieces bundled up in case lots, and each with an identifying tag, sent rolling down an endless belt to the assembling room. On an average pair of button shoes, 44 separate parts are required.

Each separate piece takes a stamp, showing its type and size, and thus there is rarely any mismatching in the assembling process.

The leather pieces are now skived—that is, the edges are bevelled off very neatly by a quick working skiving machine, and they can thus be sewed more neatly or glued and doubled over to show a round, smooth edge at the top of the quarter.

The skiving machine is a neat contrivance which accurately

feeds the leather edges around a swift revolving knife wheel, and every corner is as neatly taken as the rest of the edge.

We see perforating machines that "hole out" the tip or the top of the vamp in any one of 420 different attractive designs busy punching through a strip of paper which insures a clean perforation.

Upper Leather Trimming

Cement and linings are being added to those tips which are for box toes. The vamps are being marked on a machine so that the tongues and eyelet stays and tips will all be accurately "centred."

Markings for buttons and eyelets are also put on the quarters so that when fed into the machine this operation may be done exactly as well as quickly. No quicker way to spoil a good shoe is known at this stage than just to mark the side buttons and eyes inaccurately.

Soon all the different parts of the upper are trimmed and marked up in bundles. These now are put on the carrier for the stitching room where the linings will be stitched up and the vamp "closed on."

In the stitching room a myriad of machines are buzzing and humming at a tremendous rate as the operators, usually women and girls, push themselves to the limit of efficiency on the piecework system.

Foot pedals automatically throw on and shut off the power of the electrically-driven shafts. Their starting and stopping is almost instantaneous.

It is a wonderful sight to look over the stitching room of some model factory 300 feet long when it is filled solidly from side to side with row after row of machines, each doing its share to pass on the variety of bundles that work from one end of the room to the other during the week.

This solid arrangement is possible only where there is the overhead lighting, since the work requires great care. Ordinarily three banks of machines about the walls are possible only.

Now the vamps are centred by a clever little machine that shows the operator just the exact line where the toe tip should be joined to give the right "set," and in case of a box toe shoe an inner toe tip of leather is sewed on, after which the regular tip is stitched to the vamp.

Leather side facings have been cemented onto cloth linings, and now are run through a sewing machine to secure them. Back stays are sewed on to the two-quarter linings to unite the sides. The same operator will often stitch the tongue in to one side of the facing as well as sew on the top facing.

Then there are numerous minor operations such as folding in the edges, pinking the tips, fitting a foxing or quadruple seaming a vamp, sewing in the trademarks, marking for the buttons and eyelets, all of which follow in swift succession.

The leather uppers are now cemented to the linings and later stitched through, after which a trimming knife takes off the rough edges.

Vamping and Buttoning

The vamps are next stitched together at the back, a thin welt of leather being introduced oftentimes to protect the stitches. The top and vamp are then sewed together firmly with from two to six rows of stitching—this after the tongue had been stitched up, carefully reinforced, to prevent ripping. The now completed upper with all parts mated

and sewed fast, and all seams closed up smoothly and trimmed down is next sent to be buttoned and eyeletted. These respective machines work as rapidly as a man can count almost. They punch the buttonholes and immediately sew them smoothly up.

They put in two eyelets and clinch them neatly at one operation. And it is done so well that neither hooks nor buttons are easily torn out.

When set right the piece is fed automatically and the two sides of the shoe will lace absolutely smooth as a result. The Reece button sewing machine puts a score of stitches through the buttons as fast as a man can count the buttons going on.

The upper is practically completed now. All that remains to be done is to fasten up the button shoes and to run a lace through the lace shoes, drawing them firmly together so that when put over a last they will conform to the shape supposed to make over the wearer's foot.

The Ensign lacing machine does this latter with remarkable speed and ties a perfect knot in stout cord, so that no matter how tightly the leather is strained over the last in the "pulling over" process, it will give only the proper amount and no more.

Ready for Lasting

In former times when the lacing was done by hand, the results were very uneven, as the knots would give, or the lace was left too slack. The result was an uneven amount of upper leather above the sole, which prevented any accuracy in shaping sizes. The lacing machine is one of the most valuable, as it is the simplest of machines in the business.

In the button shoes this trouble was obviated, as there was only one place the buttons could be caught, and the tension was always uniform.

This is the last operation before the uppers are matched in pairs (an important step), tagged, packed in double dozen lots and sent out of the stitching room to be fitted around the model lasts and fitted with the sole leathers.

Up to this point all shoes are made in about the same way. It is in the bottoming process that methods differ—according to whether the shoe will be soled by a McKay stitcher, by the welt process, or whether it will be the old form of a turned shoe, popular for pumps, slippers and comfort shoes.

Now while the uppers have been mated in and out of the cutting and stitching rooms, the soles, both inner and outer, have been going through their preparatory stages and are ready for the bottoming process about the same time the uppers are packed.

This fact obtains where the system is sufficiently accurate. Otherwise the uppers are hung in double dozen sets on pegs in storage, out of reach of mice, rats and insects, until needed. Of course, they are all carefully inspected, for workmanship and mates and sizes.

Sole Leathers Cutting

The sole leather department is one of the largest and most important in the factory, for on the quality and shapeliness of the shoe depends much of its durability and good looks. Many factories buy their soles already graded and sized, just as they buy their heels ready made, their shanks and their sewing machines.

But in the best appointed factories the cutting up of sole leather is just as vital as the cutting of the uppers. And even more care is given the process.

Like the hides for upper leather the sole leather "sides" of stiffer, tougher oak-tanned cowhide vary from back to side, from forequarters to rump in quality and thickness. The best soles are cut from the back. The inferior soles or heel lifts are taken from the sides.

This process is done with a heavy steel die with a "dinker." They are later "rounded off" and put through a rolling machine, where tons of pressure makes them malleable

as the cobblers hammering used to do, and also increases their wearing quality.

A so-called splitting machine next is fed with these different thick soles, which automatically finds their thinnest part and shaves the whole sole down to an even thickness.

The heels must also be stamped out and built up and subjected to great pressure likewise, to increase their wear. They are made of small pieces of leather fitted together for some of the inner lifts, cemented and nailed solidly and marked. In the best shoes whole leather lifts are used. Otherwise leather board scraps are utilized.

Also the shanks are being died out and shaped. They often have a small steel brace tacked on one side to give firmness.

The counters, whether high grade or low grade, are also formed up and crimped so as to lift the heel shape easily over the last.

The toe boxes are also provided here, and all parts assembled before being sent out to meet the uppers in the "bottoming room."

The insole has received further preparation (if intended for a welt shoe) by being grooved and channeled with a slit which extends half an inch toward the centre. This makes a "lip" which can be turned back to expose the cut to the curved sewing needle on the welting machine.

Matching Soles and Uppers

Now the soles are matched in two dozen lots with the uppers in corresponding packages, and piled on crates which can easily be wheeled about the floor as the operatives attack or finish them. And the different parts of the shoe begin to come together.

The first operation is tacking the insole to the wooden last. This is done quickly by means of an ingenious little hand tool which drives the tacks automatically and has a constant feed to supply it.

The counter is then fitted about the heel and the vamped upper drawn over both. The "pulling over" process is one of the most important of all in the story of the shoe.

Enough tension must be applied to fit the upper smoothly and tightly about the wooden foot model, yet it must not be pulled too tight. And the toe and side lasting must set the upper toe and heel exactly true on the model.

This last, which is made of wood, is of the utmost importance, for upon its form depends the shape of the shoe. The workman after placing the last inside the shoe upper puts it on the spindle of the assembling machine where he takes care that the seam at the wheel is properly placed.

He presses a foot lever and a small tack is driven part way in to hold the upper in place. The pulling-over machine then receives it. The pincers grasp the leather at different

Hustling Western Shoe House



INTERIOR OF THE ROYAL SHOE STORE, NELSON, B.C. THE PROPRIETORS ARE R. ANDREW & CO.

points on each side of the toe, and the operator who judges when the upper is exactly centred, presses a foot lever and the pincers close and draw the leather securely against the wood of the last.

At this point the work of the machine halts. And by means of different levers the workman is able to adjust each part of the upper to fit the position designed for it.

Fixing Upper to Model

When this important operation is completed he again presses a foot lever. The pincers move toward each other, drawing the leather automatically about the last. And at the same time it drives automatically two tacks on each side and one at the toe, which holds the upper in position.

These are driven but part way in and can later be removed. The shoe is now ready for the lasting, on which process the comfort and beauty depend.

The hand method welt lasting machine shows a more than human ingenuity in this important task. It draws the leather with perfect evenness and tightness around the last. At each pull of the pincers a tack is automatically driven in to hold.

On another machine the heel and toe are perfected by a series of "wipers," which draw evenly and simultaneously at every point. This machine obviates all wrinkles and perfects the process. After the leather has been brought smoothly about the toe, it is held by a little tape fastened on each side of the toe, and secured by the surplus crimping.

All the tacks are driven part way, except at the heel where they are driven through. A swift moving band knife, which follows carefully a given line, removes the unneeded edges. The shoe is then wet and given some time to adopt the shape of the last.

A pounding machine is now employed to take the stiffness out of the counter and sides, and the welt, which is a narrow strip of prepared leather, is about to be sewed along the edge of the shoe, beginning where the heel is placed and ending at the same point on the opposite side.

The Welting Process

This welt is sewed from the inside lip of the insole, so that the needle passes through the lip, upper and welt, uniting all three securely. The welt is allowed to protrude from the side of the shoe, ready for sewing on the outsole.

The needle passes through only a small portion of the inside and leaves that next the wearer's foot absolutely smooth. This part of shoemaking was formerly one of the most difficult and laborious tasks in the trade.

Being performed entirely by hand, the drawing of each stitch depended on the workman's mood and strength. Now this work is done uniformly, with a tension on the waxed threads of something like 70 pounds, twice as much as the cobbler would exert.

And every completed movement of the needle forms a stitch of great strength, which holds the welt, upper and insole securely together.

The welt beater now straightens the welt in readiness for the outsole, and both receive a filling of prepared cork for the hollow at the toe and a coating of rubber cement on which the outsole is forced with tremendous pressure by the sole-laying machine until the cement has time to set.

McKay Sewing

In the McKay-made shoe—and the McKay stitcher is the machine which fathered the modern method of shoemaking and to which present popular prices are due—the tacks are driven clean through the inner sole and clinched inside.

Then the outsole is sewed straight through the inner-sole, leaving a row of stitches under the wearer's feet which must be covered over again. This method, while less costly, does not insure the elastic tread of the welt shoe, and it often brings discomfort when the tacks and seams inside affect the feet.

In the "turned" shoe the sole and vamp are sewed

securely together before the upper is closed in, the stitches being made clean through as the material shows inside out.

Then the upper is turned right side out and the seam is obviated and a neat joint is perfected. This method prevails in the making of some of the highest priced shoes, in ladies' slippers and pumps.

But in the average, well made shoe, which is a welt, the seam is kept out of the shoe, since the outer sole is sewed directly to the welt, outside the upper leather.

When the outsole is placed over the finished insole, it is moulded in a machine (the leveller) which so directs heavy pressure as to make it conform to the last model, shaping it into graceful curves, mashing it flat upon the inner surface.

Welt shoes can be handled by a single set of machines at the rate of 300 pairs a day, and yet every pair will be reasonably perfect. Some of them have the "aloft" style of sewing. But most have the outer sole also channeled and "lipped," and through this the sewing is made, so that when the lip is smoothed again and glued in, there will be no evidence of the seam outside.

This is simply a matter of good looks, as it will appear after most of the subsequent operations. The manufacturer appreciates the value of a good looking shoe to catch the eye, and spares no expense in finishing his product.

The sole is rounded so that its extension will conform exactly to specified orders, whether bigger outside than inside, whether wider or narrower than others, and the shoe is now ready for the heeling and finishing process.

The heeling of the shoe, difficult as it appears in the modern case where high-heeled shoes of curious dimensions are popular, is very quickly and simply performed by the Lightning American heeling machine, perhaps the most perfect of all types.

The heel, with the exception of its top-lift, fits into a slot. Over that long nails are automatically placed in a plate over the points where they are to go. Then on pressure of a foot lever all the nails are driven by steel awls at one stroke through heel, upper and insole and clinched back into the leather.

The heads of these nails are left protruding slightly and by the immediate action of another plate, the toplift is clamped in position and forced securely down upon the protruding heads which hold it firmly in position. This is called "blind nailing."

Then small slugs or bits of brass are driven into the toplift which is of specially hardened and solid leather to withstand the wear. The final lift serves as a guide to the finishers in shaping down the heel.

The Finishing Process

This is the final operation of a fundamental nature. But there follow breasting of heels and soles; scouring of the sole to take out stains or not, as the case may be; trimming, scraping, sandpapering, waxing, buffing, drying, naumkegging, burnishing, treeing and dressing with polishes.

All of these are for the purpose of finishing the shoe into a dapper and quick-selling article. The last is finally pulled and the pair of shoes inspected before being sent to the packing room.

Most shoes are stamped with a trade-mark, either of the manufacturer's or of the retailer's for whose order they are intended. Some must have a creased vamp, and many, especially the samples, are creased as carefully as a Sunday pair of trousers to make them "stand up well" and take on a natty appearance. The ornaments have a large selling value, and are constantly coming and going as the style changes.

Now, there is nothing more of this recital to make except to say that the shoe is neatly packed in tissue paper in attractively labelled cartons on which are stamped accurately the style, size and width. Then these cartons are packed in wooden boxes and sent by the carloads, in shipping season, to the different centres.

What Methods Have You Found Most Successful in Shoe Salesmanship?

¶ Some salesmen, in selling a customer desiring a pair of shoes, take easily twice as long as is necessary, show twice or three times as many styles and leathers as is really essential.

¶ After confusing the customer, they finally succeed in selling and fitting him, or he very likely goes away not nearly so well satisfied with his purchase as he might be.

¶ What methods have you found most successful in cutting down the time required to sell and fit a customer, and the number of shoes you have to show? Anything that facilitates the making of footwear sales, means saving a good deal of money to any boot shop

¶ For the best ideas the Shoe and Leather Journal will award cash prizes of \$5, \$3 and \$2 and for all those outside the prize-winners which are considered worth publishing, \$1 will be paid.

¶ Competition closes October 20th. Send in your ideas by earliest possible mail. Here is a Contest where all may take part, proprietor or clerk.

¶ We want ideas. Jot them down. If you never try you will never win anything.

Address "Competition Editor"
SHOE AND LEATHER JOURNAL
1229-31 Queen Street West, Toronto

In and Out Among the Trade in Early Autumn

J. Goody, shoe retailer of Regina, has disposed of his stock.

H. V. Moles of J. & T. Bell, Montreal, is away on a vacation.

W. F. McNeill, shoe dealer, of Rossland, B.C., has sold out.

McCrudden & Thompson, shoe dealers, Montreal, have dissolved partnership.

Clairoux and Richer, shoe manufacturers, Montreal, have dissolved partnership.

A. McKillop, wholesale shoeman, of Calgary, Alta., was in Toronto last week on business.

E. Brasford, of Welland, was among the callers on the Toronto trade during the past week.

Daoust Lalonde & Co., Montreal, are now making a line of welts for men, in their No. 2 factory.

Messrs Richardson & Ilunker have opened a shoe emporium in the Clement Block, Brandon.

Norman Mitchell has taken over the shoe repair business of T. J. Lang, of Thornbury, Ont.

E. C. Scarrow, shoe retailer, Owen Sound, spent a few days in Toronto recently, calling on the trade.

John Wittner, of Calgary, has purchased the harness and shoemaking business of John Clegg, of Chase, B.C.

H. B. Pollock of the Regal Shoe Co., Toronto, was recently in Boston and Whitman, Mass., on a business trip.

The Wood-Paige Shoe Co., North Vancouver, has dissolved partnership, Mr. Paige retiring from the business.

Robert Wilson, of Chicago, representing Walker Whitman Co., was in Toronto calling on the trade this week.

Fred Trickett, who has been in the Toronto warerooms for the past year, left this week for Waterfoot, Eng.

Clarence F. Smith, of Ames-Holden-McCready Co., Limited, Montreal, has returned from a three weeks' motor trip.

R. E. Jamieson, of Montreal, general sales manager of the Canadian Consolidated Rubber Co., was in Toronto last week on business.

The United Shoe Machinery Co. have declared its regular quarterly dividend of $1\frac{1}{2}$ p.c. on preferred and 2 p.c. on common stock.

C. S. Corson, representing the Regal Shoe Co., Toronto, leaves next week for Western Canada, with a fine line of spring samples.

Mr. Barnes, superintendent of the Anglo-Canadian Leather Co.'s tannery, at Bracebridge, Ont., was in Toronto last week on business.

M. Murdoff, of Trenton, representing the Thos. G. Plant Co., Boston, leaves next week on his semi-annual tour of Western Canada.

C. Carey, representing the O. B. Shoe Co., of Drummondville, Quebec, is in Western Canada on a business trip in the interest of his firm.

George F. Davis, of G. H. Davis & Son, Rochester, dealers in remnant leathers, was in Montreal and Toronto recently on business.

Mr. Sanderson, late of Brockville, Ont., is now connected with the shoe establishment of W. Powell, 1682 Dundas Street, Toronto.

Phillip Pocock, president of the London Shoe Co., London, has donated a \$20,000 site for the new Roman Catholic seminary, in that city.

W. G. Parsons, of C. Parsons and Son, wholesale

leather dealers, Toronto, returned recently from an extended trip to the Old Country.

R. H. Greene, sales manager of the Gutta Percha and Rubber Manufacturing Co., Toronto, was in Montreal several days last week on business.

The J. W. Hewetson Co., Toronto, are adding a C.H.M. lasting machine, an edge setter, and other machines, in order to take care of their increased output.

O. J. Killam, of Truro, N.S., has returned to that town after a most successful business trip to the Western provinces, in the interest of the Durkee Shoe Co.

Mr. MacFarlane, representing E. T. Wright & Co., of Rockland, Mass., who are establishing a factory in St. Thomas, was in Toronto this week on business.

The Union Shoe Co., of Winnipeg, who have been in business in that city for a number of years, have removed into larger and more commodious quarters, at 564 Main St.

N. Zavitz has purchased the shoe business of Endacott & Co. of Strathroy. The store will be completely remodelled, new fixtures installed and a handsome new front put in.

J. S. Ashworth, Canadian manager for Sir H. W. Trickett, Waterfoot, England, has returned from a successful business trip to Montreal, St. John, Halifax, and other Eastern points.

The John Palmer Co. of Fredericton, N.B., are erecting a new factory, three storeys high, with basement. In dimensions the building, which is of brick and mill construction, is 270 x 50 feet.

W. J. Detweiler, shoe retailer, of Sault Ste. Marie, Ont., was a recent visitor to Toronto. Accompanied by his wife and family, he spent a few days motoring in Western Ontario, and paid a visit to his old home town of Berlin.

J. K. Rose, manager of the shoe department of A. E. Rae & Co., Ottawa; J. H. Porter, manager of the shoe department of the Robt. Simpson Co., Toronto, and John F. Shea, of Hamilton, were in Montreal last week on business.

The United Shoe Machinery Co., Toronto, have recently installed an Ideal clicking machine in the Durham Glove Works, Bowmanville, and an improved power eyeletting machine in the Zimmerman Manufacturing Co., Hamilton.

The Brandon Shoe Co., of Brantford, Ont., have recently placed an order for several new Goodyear machines, for installation in the addition which the factory is erecting, when their output will be increased to 1,000 men's welts per day.

Stollery & Boozey, of St. Thomas, Ont., have recently installed a twelve-foot Goodyear shoe repair outfit, consisting of a stitcher, edge trimmer and scouring and finishing shafts. Robert Paynter, of Kingston, has also installed a twelve-foot shoe repair outfit.

Walter Stevens, who, for a number of years was in Quebec City, and who is now living in London, Ont., is at present filling the position of superintendent with the Murray Shoe Co., Limited. It is probable that he will consent to continue in that post. Mr. Stevens is an experienced shoemaker.

The Cash Shoe Store of Amherst, N.S., has installed a new front with attractive plate glass windows. A new hardwood floor has been put down and manager Chapman has a neat office fitted up at the rear. Other changes have been carried out, adding to the inviting character of the premises.

The St. Leger Shoe Co., who conduct four stores in Toronto, are adopting a novel color scheme for their various establishments. The woodwork is white enamel and all the cartons are yellow. This will be known as the store

color, and manufacturers, in supplying cartons, furnish them in this hue.

Because they were not permitted to smoke at work, operatives in the Stobo shoe factory, Quebec, went on strike. The men made application for permission to smoke, and it was refused. They even offered to accept twenty-five cents a week less in wages if the privilege was granted them. This concession not being accepted, a strike was called.

Ames-Holden-McCready, Factory No. 3, at St. Hyacinthe, is going to have an extra storey completed in a few days. This will make it possible for Superintendent Boyden to turn out as high as 4,500 pairs a day. The company will make a line of popular priced welts in the St. Hyacinthe factory, and samples are already being shown.

Among the shoe travelers who are in Toronto this week with spring samples are: Wm. Chamberlain, of Getty & Scott, Galt; N. J. Bourdeau, of Jackson & Savage, Montreal; J. S. Ashplant, of the Thompson Shoe Co. and Dupont & Frere, Montreal; T. Morrow, of the McDermott Shoe Co., Montreal, and Bert Grosskurth, of Kirvan-Doig, Limited, Montreal. All report a record business in Toronto.

A leading Canadian manufacturer writes: "As to leathers, gunmetal seems to remain the strongest, with patent a close second. Patent leather has come in strong demand during the last year. Ooze calf still seems good, and tans are as good as ever. We have a big variety of the newest fabrics, such as whipcords, Persian satins, English tweeds, as well as cravanettes, satins and silks. Kid leathers in red, champagne and dull will likely go well."

General President John F. Tobin, of the Boot and Shoe Workers' Union, announces that the Regal Shoe Co. has decided to adopt the B. and S. W. Union stamp with the arbitration contract for its Canadian factory in Toronto. General Organizer E. W. A. O'Dell, the Canadian expert for the B. and S. W. U., of Hamilton, was in Toronto organizing the employees of the Regal factory. Men's shoes are made in the plant. The company recently adopted the union stamp for the product of its Whitman and Milford factories.

G. H. Ansley, late of the Nursery Shoe Co., St. Thomas, is now representing the firm of Cummings, Nichols & Wilson, of London, Ont., who are starting a factory in that city for making popular priced women's welts exclusively. The registered name is the "Duchess shoe," and some fine samples are shown. W. E. Wilson is the manager of the company. He has had a wide experience in American and Canadian factories. Mr. Ansley, who will look after the selling end in Ontario, has removed from St. Thomas to 11 Gore Vale, Toronto.

The retail shoe business to-day is as profitable and as pleasant a vocation as any man could wish for, says an exchange. These are days of competition, and the buyer or manager who is not always on the lookout for the latest and most up-to-date methods of doing business will have to take a back seat. There are as many good openings in shoes to-day as in any other line of merchandising one might mention. Shoes are luxuries and necessities combined. They are used every day of the year, and the number of pairs any merchant sells to any one customer during the year depends entirely on the grade of shoes he handles, and the methods which he uses to exploit them.

The Acton, Ont., Free Press says, in answer to a correspondent, that Beardmore and Co. pay more taxes than any other ratepayer in Acton—in fact, one-tenth of all the annual taxes of the place. Their taxes for 1912, due to the municipality of Acton alone, amount to over \$1,300. The Council granted them a fixed taxation on the sole leather tannery. It may not be generally known that their works known as the Acton Tanning Company, are wholly situated in the township of Esquesing, to which municipality they pay taxes. In addition to paying school rates to Esquesing, they also pay school rates to Acton on the same properties situated on Beardmore Crescent, in order that the children of the homes there have the advantage of attending school in Acton. The aggregate amount of taxes paid by Messrs. Beardmore & Co. to Acton, therefore, is about \$1,500 per annum, and the amount is annually increasing.

Shoe Machinery Analyzed

The SHOE AND LEATHER JOURNAL has several copies on hand of "Shoe Machinery Analyzed," written by Alfred W. Donovan, of E. T. Wright & Co., shoe manufacturers, Rockland, Mass. This booklet contains twenty-six articles which were originally published in serial form, and present a practical and comprehensive discussion of the question of shoe machinery. This is a subject which is of interest, not only to shoe manufacturers, but to the inventor, the shoe dealer and salesman, and the general public. The booklets may be obtained free of cost from this office, or copies will also be sent on application to the United Shoe Machinery Company, Boston, Mass.

Meaford Loses a Factory

Meaford has lost an industry that has been operating there for over thirty years. In the spring floods of the past season the tannery and shoepack factory of A. C. Todd were completely swept away, and Mr. Todd has decided to make the West his base of future operations. In South Edmonton a new company has been formed, capitalized at \$100,000, with Mr. Todd as president and general manager, and by November the many users of "Polar Bear" shoepacks and the oil-tanned leather which has made the name of Todd so well known throughout the country, will be able to procure their brands once more. The new factory will be on a far bigger scale, built to take care of the rapidly increasing business in the West.

New Industry for Portage

At a meeting of the city council it was decided to submit to the electors of Portage la Prairie, on Wednesday, October 16, for their approval, the question of exempting from partial taxation for a period of twenty years, the property of the Portage Hide and Tannery Company, owned and operated by Otto Jansen, of North Dakota. He asks for a fixed taxation of \$1,000. In consideration of such action on the part of the electors it is agreed that the company will employ ten men for each year for the next twenty years, beginning on January 1, 1913. This is the new industry which has secured an option on land in the vicinity of the Waterloo Manufacturing Company. Mr. Jansen is now operating a plant across the line, but desires to move to Portage.

Placing Orders for Tennis Goods

The manufacturers season for selling tennis goods began on September 18th, and placing orders will be taken during the next few weeks. There have been some changes in the price list, and while certain lines of sporting shoes are a cent or two lower than last season, there has been an advance in other lines, so that the figures in the aggregate will run a little higher. It is prophesied there will be an increase before many weeks. There is no discount given for placing orders, and payment on all goods shipped during the first five months next year is extended from May 10th, as formerly, to June 10th, with two per cent. off. Manufacturers are urging dealers, in their own interest, as well as that of the producers, to give bookings early, in order to be assured of prompt deliveries. The sporting footwear trade is growing rapidly each year, and a number of retailers who failed to order in time or in sufficient quantities found themselves "short" last summer, with a consequent loss, and expected the factories to perform impossibilities.

He Is Coming to the Front



Fred C. Taylor is one of the progressive young shoemen of the Canadian capital. Less than three years ago, after managing the footwear department of a large departmental store in Ottawa, he stepped out and started business in a small way on Bank St., in the district of the city known as the Glebe. Things were too slow, and he determined to "make a break." He rented a store at the corner of Bank and Slater Streets, three blocks from Sparks Street. He wanted to see trade coming fast, and

he determined to make it move. The result was that by careful attention to detail, clever buying, and effective displays, he so increased his connection that he opened a second store a few months later, on Rideau Street, near Sussex. To-day he conducts two establishments, and is doing a large trade. Mr. Taylor is a Toronto boy, and has been in the shoe game for several years. He first learned the business with H. W. Russell, in Toronto, and later went to Detroit and Ann Arbor, where he spent some years. Returning to Canada, he was employed with a number of firms on Yonge Street, previous to going to Ottawa.

Why Are Deliveries Delayed?

A leading shoe retailer in Fredericton writes: "I like your paper and get some good information from it. I have found it hard to sort up this year from Canadian manufacturers, and have had to buy from American houses. I have also found it hard to get deliveries and I think our Canadian houses will have to get a move on. It is all very well for manufacturers to talk about being patient and "we will give you good service." They expect you to meet your payments, whether they give you your goods in season or not."

Big Crowds at Quebec Fair

The Quebec Exhibition was held last month and was a pronounced success. There was a holiday among the stores and shoe factories on August 29th, when everybody turned out and went to the Fair. No less than 75,000 people were in attendance. There were a number of inviting exhibits, among them that of Elie Jobin, Limited, shoe manufacturer, who last year obtained the silver medal. This year the firm were awarded a gold medal and diploma. The exhibit included a comprehensive selection of footwear from an infant's soft sole to a man's Goodyear welt.

Prices Highest Since Civil War

A despatch this week from Chicago says: Consumers may expect another boost in the price of beef coincident with the record price for steers of \$11 per hundredweight obtained at the stock yards to-day. Prime, 1,557-pound mixed Shorthorn and Hereford steers, fed by A. E. Ebersaid, of Union Star, Mo., sold to Armour & Company on the Chicago market Wednesday at \$11 per hundredweight, the highest price paid on the open market in trade history. Mixed yearlings also reached a record figure, \$10.40 and \$9.75 was the new record price hung up for a short load of heavy range beeves. The \$11 a hundred mark is the highest quotation for beef recorded at the Union Stock Yards since the civil war. Dealers at the stock yards with sporting proclivities are now preparing odds that the price of first class steers around Christmas will be \$15 a hundred pounds.

Tans are Strong in Gotham

A New York correspondent, writing to the SHOE AND LEATHER JOURNAL on the subject of men's style in footwear and what is selling in the metropolis, says: "Oxfords have retired from favor, except with those who, having purchased them earlier in the season, are determined to get their money's worth out of them. The principal shoe selling now is the high laced tan, in light and dark shades. Many of these, designed for country wear, extend half-way up the calf. Dealers are generally of the opinion that these will continue in demand until the beautiful snow arrives. A handsome shoe with tan eyelets is made on a last nearly straight, a pointed toe, and a low, flat heel. This shoe is good looking and comfortable. A nice shoe on display in many stores is a russet bal. with flat heel, made on a new English last; this is designed to take the place of another shape that was popular last fall. Of course, not all the shoes are in tan, though at present they are equal in number to the blacks. A nice shoe for afternoon or evening is made of patent leather in dress effect, with cloth top and seven buttons. It is made on a flat last, with drop toe, in pleasant contrast to the big "bulldog" toe and high military heel. Another excellent shoe is a fine kid blucher, with a single

sole, though for heavy wear a double sole may be obtained. Well dressed men will wear patent calf and kid laced shoes very largely during the approaching season. One of the most popular, for semi-dress, will be a six button patent kid leather; a patent colt, with cloth top and buttons, is also likely to meet with favor. As a rule all shoes are higher in price than formerly."

He Knows Retail Problems



Many a traveler has gone into the retail shoe line and made a success of the business, and frequently a retailer has developed into a most capable traveling salesman. Now and then you may find the two combinations in one, and a notable example is Frank Power, of Montreal. "Frank," as he is familiarly known, conducts a progressive retail shoe house in the commercial metropolis, and also represents the Rideau Shoe Co. He is favorably regarded by the trade, and is an alert salesman, covering Toronto and Eastern Ontario. He also represents the MacFarlane Shoe Co., of Montreal. He has been in the shoe game for over a quarter of a century. He has been clerk, manager, traveler, and retailer—a strong experience. Last spring Mr. Power suffered considerably from rheumatism, but his many friends will be pleased to learn that he has greatly improved. He can write as big orders as ever. He can tell a good story, and knows the personal power of a hearty handshake.

Foreign Element Would Not Close

"Early closing is alright, but I am not in favor of half holidays. Rent and wages are too high here for that. Besides, the foreign element could not be induced to shut up their shops. We close at 6.30 p.m. now five nights in the week. Some time ago the retail stores got the council to pass a by-law to close at 6 p.m. sharp, but the courts decided against the by-law. We think the general public can be educated to shop during the daytime, and that a retailer should not stay open at nights just because his competitors do. In our opinion, there is no money in remaining open evenings," says J. T. Brown, 1061 Granville St., Vancouver, B.C.

He Likes Every Number

One issue of the Journal is in itself worth the price of a year's subscription. I enclose one dollar as I do not wish to miss a single edition of your valuable semi-monthly publication.

S. W. GILLESPIE.

Ayr, Ont.,
July 27th, 1912.

Growing Better All the Time

I am a steady reader of the "Shoe and Leather Journal," and am much pleased with each issue. It is growing better all the time.

E. BRASFORD.

Welland, August 6th, 1912.

BOOT AND SHOE TRAVELER, at present traveling for one of the largest shoe manufacturers in Canada, desires similar position. Perfect knowledge of both languages and highest credentials. Would travel East or West, might be an inducement to manufacturers requiring traveler for Province of Quebec. Address Box 30, SHOE AND LEATHER JOURNAL, Toronto, Ont.

Are Shoe Importers Bled?

Montreal shoe importers are aroused over repeated shortages in cartons passing through the Customs, according to the Montreal Standard, which gives the following interview with a leading jobber of that city:

"We have from time to time been annoyed, and suffered considerable loss, by the abstraction of shoes from the cases which we receive from the United States, and some of us thought that it was about time that an effort be made to check the practice.

"Within the last three or four years many cases of goods that we receive from the United States, and which come through the examining warehouse of the Customs Department, arrive at our warehouse with from one to a half-dozen pairs of shoes missing.

"Now, I want you to understand, we accuse nobody of taking these shoes, but it is a significant fact that it happens to be in about ninety per cent. of cases the box which is sent to the examining warehouse, which arrives at our place short. When we can prove that the shoes are lost on the railways we always receive compensation from them, but when an application was made to the Collector of Customs here, we were politely told that there was no fund provided by the Government to cover such cases as these. You can easily imagine it makes us very annoyed, to not only lose the shoes, but be compelled, in addition, to pay the duty on something which we do not receive.

"This, we claim, is adding insult to injury, and if there is anything that can be done to check the practice, we intend to see that it is done. If we lost occasionally one pair of shoes, we would not kick up any fuss, but when there are wholesale abstractions, it is getting a bit thick."

R. S. White, Collector of Customs, Montreal, when seen, denied the allegations, and stated that not more than two such claims had been received last year. The collector further said that he is always desirous of having shortages discovered in packages delivered from the examining warehouse promptly reported to him in order that investigation may be made and, he added, that means, which he did not think it necessary to disclose, are frequently employed by the Customs to detect theft, if such there should be on the part of any employees.

The Standard says that W. J. Webster, 60 Victoria Sq.; The Guaranteed Shoe Store, 127 St. Lawrence Boulevard; Geo. Gales & Co., 481 St. Catherine Street; Louis Adelstein, 215 St. Lawrence Boulevard, and several other shoe importers in Montreal all had the same story, contending that "petty graft" existed among certain Customs officials.

Canadian Women Have Normal Feet

Every once in a while a senseless charge is made in some yellow publication across the line that Canadian women have big feet. The allegation is too silly to give any serious attention to, but the old slander bobs up ever and anon. Recently an American woman was visiting in Toronto and had the audacity to proclaim in an interview that, although Canadian ladies were pretty, their good looks were spoiled by the size of their shoes. The Toronto Star Weekly sent one of its bright young women scribes out to investigate. She called upon a number of leading Yonge Street retailers, and here is the result of her inquiry:

"The nice young man in the Regal Store looked shocked when the libel was quoted.

"'Certainly, Canadian girls haven't big feet,' he said warmly, '3½ to 5 are average sizes, with 4C as the most popular of all.

"'One thing, however, is true; that the idea of what a pretty foot is changes when you get across the line. In the States they fit long and narrow. Here we fit short and broad. It's hard to sell the American type of shoe in Toronto. We have them, but the factory has to send us the short vamps in large quantities.'

"Mr. Blachford ridiculed the calumny.

"'That was some lady from Chicago trying to get even,' he said. 'The other day we sold a pair of eights to a woman from there. The Southern girls have short, stubby feet, you know, and the Westerners have long, narrow ones, while the Easterners are more like us, and fit to the natural size of the foot. I should say the average sizes over here are

from 2½ to 4½, C and D. The other day I fitted a ten-year-old child from the States with 2AA. It would be hard to find a Canadian with feet like that.'

"'At the Slater Store, the shoeman told us that they had difficulty in keeping the small-sized white shoes in stock this summer.

"'While 4D is certainly the average shoe,' he said, 'the 1's and 1½'s went like hot cakes. We could have sold ever so many more if we'd had them.

"'As a general rule, though, when we order a case, it'll be something like this: One 2½, one 3, two 3½, five 4, five 4½, four 5, two 5½, two 6, one 6½. We carry up to eight, of course, but there's very little call for them, and we keep them only in certain makes.'

"'This firm, too, had a sale to a Chicago lady calculated to give that town a black eye. She wore a 9, and had to be fitted with a man's shoe, and the friend who was brave enough to run the gauntlet of Canadian eyes along with her wore 7½A1.'

Shoe and Leather Activity in Canada

There are 180 shoe factories in Canada, according to the 1911 census returns of manufacturers, just issued. The number of hands employed in these factories is 17,227, and their salaries and wages annually amount to \$7,698,333. The capital invested in the 180 shoe factories is \$23,630,649, and the value of the annual output is \$33,987,248.

The number of industries in Canada producing leather, tanned, curried and finished, is 113, and the number of persons employed is 3,799, earning \$2,094,677; capital employed \$17,068,768, value of products annually \$19,972,178.

The number of firms making leather goods is 30, hands employed 1,032, earning \$482,822 in wages. The capital employed is \$2,046,784, and the value of the products annually \$2,402,304.

The number of last and peg industries is 8, employing 154 hands, earning \$75,118 in wages. The capital invested is \$131,800, and the value of the products \$149,150.

In the boot and shoe supply manufacturing business are 14 firms, with 551 hands, earning \$258,918. The capital invested is \$961,319, and the value of the products annually, \$1,025,878.

A Happy Group of Shoemen

These chaps are having a holiday. They came prepared to play baseball and have a good time at Centre Island, Toronto, on the occasion of the annual picnic of the McCall Shoe Co., Limited. The members, from left to right, are, sitting, G. B. Sproul, Thomas Kelly and Thomas Pelling; standing are, Norman Ingram, Bert Ockford, Wilfrid Draf-



fin, Thomas Long, and James Lawlor. They were to have engaged in a battle royal with the St. Leger Shoe Co., but for some reason the representatives of the latter house failed to present an appearance. However, like Alexander of old, having no outsiders to conquer, the McCall boys had a game all by themselves. They ran races and did all sorts of athletic stunts. The outing was in every way a success.

Gives a Discount on All Cash Sales

"Credit is a thing of the past. I have doubled my business in the last five years. I maintain this has been largely brought about by the fact that I give a five per cent. discount on all cash purchases. This has encouraged nearly all my customers to pay cash. I like the ready money plan very much. I extend credit only to a limited number of patrons, those of very long acquaintance who have dealt with me for years. By running a shoe business on the cash sys-



tem, there are no disputed accounts and persons are not keeping out of your way when you are looking for payment of a bill that is due."

This is the view of George H. Kembar, who conducts the only exclusive shoe store in Creemore, Ont. He has been in the footwear line for twenty-two years, and five years ago purchased the attractive store where he does a flourishing trade. His premises are 40 feet deep by 24 wide and living apartments are over the store. The rear portion of the shop is divided. One half is neatly fitted up as a department for ladies and children. Here are chairs, a small table and a floor rug. The other half is used as a repair shop.

"I find," remarked Mr. Kembar, "that a repair branch is a drawing card for sales, as, when you cannot fill an order for custom work, a sale from the ready-made shoes which we carry generally results."

Mr. Kembar has a stock of about five thousand dollars' worth of up-to-date footwear of all kinds. Some four years ago he added hosiery to the line. In this department he has worked up a fine business and has ranges of colors to match every shade of leather. He also carries trunks and bags and finds them a profitable adjunct. Mr. Kembar is bright and progressive in his methods and ideas, and believes in making special efforts to please and properly fit his patrons with reliable and comfortable shoes.

Shoe Firm Made Fine Exhibit

One of the most attractive exhibits at the Greater St. John Exhibition, which was held recently, was the demonstration given by J. M. Humphrey & Co., of the art of making shoes. The United Shoe Machinery Co. had several machines installed in the machinery hall of the exhibition buildings, and J. M. Humphrey & Co. supplied the operators. The manufacture of boots was a revelation to a large number of people, as well as a splendid advertisement for the concern. The company, feeling elated with the success of the exhibit and the interest shown, distributed booklets dealing with the making of shoes, and the progress of the trade during recent years.

New Datings and Discounts

The matter of increased prices in the cost of shoes and boots is of keen interest to jobbers and dealers throughout New Brunswick at the present time. Several of them held an informal meeting in the offices of Waterbury & Rising, Limited, recently in St. John, N.B., and discussed the situation arising from the increased wholesale prices of the manufacturers in Quebec and Montreal. At a meeting in Sackville a few days previous the same question was under consideration and the object was to come to a common agreement in matters of terms, discounts and other details

of trade as well as to consider conditions created by the greatly enhanced cost of footwear production.

It was stated that expenses have remarkably increased during the last ten years, particularly in the matter of salaries, not only with the traveling staff, but in the warehouse and office as well. The wages of factory employes have advanced and the cost of hides and leather has gone up, so that an increase in retail selling has become inevitable.

This meeting was a source of much satisfaction to the jobbers, as it was their first successful effort to come together, several other attempts having proved unavailing. The Hartt Shoe Co., of Fredericton, was not represented owing largely to the fact that they manufacture a line of goods not handled by those attending.

At the meeting in St. John the matter of terms was discussed and it is probable that when the travelers again go out on the road there will be a change in the dating and discounts.

Among those represented at the meeting were the following Maritime dealers, or jobbers: R. D. Taylor of Halifax; D. J. Doherty of Doherty & McHugh, St. John; R. T. Hayes of J. M. Humphrey & Co., St. John; Wm. Angus of the Ames-Holden-McCreedy; K. E. Crosby, Yarmouth; L. H. Higgins, Moncton; C. S. Sutherland of the Amherst Boot and Shoe Co., Amherst; and A. E. Wry, of A. E. Wry Co., Limited, Sackville.

Why Leather Is Climbing in Price

Morris & Co., one of the largest hide and leather dealers in Chicago, have written Beardmore & Co., Toronto, relative to the high price of leathers, and express the belief that quotations are likely to go still higher. The Chicago firm say, in part: "In looking over our summary of cattle killed for the past week, the writer was amazed to notice that we had only salted 46 native steer hides. For several weeks back our Chicago kill has been between 500 and 600 hides, which in itself is ridiculously small, because during the equivalent weeks of last year we killed about two and a half times as many. However, on making enquiries of our chief beef man of the reason for this small kill last week, he stated that there was only a small percentage of native steers on the market. Perhaps you noticed that finished native steers sold as high as \$10.75, which, with the exception of an occasional lot of special exhibition cattle, is the highest price ever known. Of course, you appreciate that I cannot say that this condition will continue, but, at the same time, I can only be guided by the statements of our chief beef man, who tells me in the first place that, in his opinion, receipts of native steers will get fewer and fewer, until in the near future we will be in a famine of that grade of stock."

He Has Located in West



John A. Smith, who for the past eight or nine years has covered the Western provinces for D. D. Hawthorne & Co., Toronto, left a few weeks ago for Vancouver, accompanied by his family. In the Pacific coast city Mr. Smith will henceforth reside, and many friends of this quiet-mannered, good-natured gentleman will wish him every success. Mr. Smith was raised in Huron County, his father being a rural merchant for many years. By serving in the store and working in various towns and cities, Mr. Smith gained a well-grounded and thorough experience. His first job on the road was taken in 1882, when he became connected with the firm of John Marshall & Co., wholesale hats and caps. He traveled Western and Northern Ontario in the interest of the house. In 1885 he went to Kansas and spent about eighteen years in the middle and western states, dealing principally in real estate. In 1902 he returned to Canada, and a year later became connected with the wholesale establishment of D. D. Hawthorne & Co. He is a successful salesman, and, while he does not make much display, he ably covers the ground and manages to do a generous season's business every spring and fall.

New Industry for Fredericton

A new industry in the city of Fredericton, which bids fair to make splendid progress, is the Palmer-McLellan Shoepack Company. This firm will shortly be in a position to cater to a very large number of customers and are now getting a factory in shape and in preparation for a big trade. The members of the company are John Palmer and W. A.



JOHN PALMER

McLellan. Mr. Palmer, who is the managing director of the concern, has had a long and thorough experience in the making of shoepacks, and until a few months ago, was the president of the John Palmer Co., of which firm he was also general manager for many years. Mr. Palmer was also Managing Director and Vice-President of the Hartt Boot and Shoe Co. of Fredericton for a long time. His partner,



W. A. MCLELLAN

W. A. McLellan, was secretary-treasurer of the John Palmer Shoepack Co. There is a wide and ever increasing market for these oil tanned products and the new organization is one that will likely command a growing trade and prove an acquisition to the industrial interests and development of the capital city of New Brunswick. The factory will be completed in five weeks.

QUEBEC NEWS NOTES

A. Binet & Co., shoe retailers, of Quebec, have made an assignment.

Mr. Fex of the L. Gauthier Co., Limited, is in the West on an extended business trip.

W. A. Marsh of the W. A. Marsh Co., is spending some time in the West in the interest of his business.

Jos. Beaulieu & Co., of Quebec, have bought the stock of the Solid Shoe Co., at 60c. on the dollar.

Joseph Hamel has taken charge of the office as chief accountant for the firm of Marier and Trudel, manufacturers.

The Wm. A. Marsh Co. closed down last week for repairs. The plant and factory were given a thorough overhauling.

The shoe factories are very busy at present, and leather generally is decidedly firm. Raw hides are very expensive and hard to get.

The first storey of John Ritchie Co.'s addition is almost completed, but the building will not be completed for at least a couple of months.

The stock of J. B. Belanger, shoe retailer, which amounted to about \$12,000, was sold to a Montreal firm last week at 57½c. on the dollar.

Alfred Dupere was in Montreal last week, and, with Mr. Sturdy, of the Bonner Leather Co., made a business trip to several points in the province.

Among the visitors in town during the last few days were H. C. Parker, of the Dominion Supply Co., Montreal, and many others, who took in the provincial exhibition.

Alf. Marois, J. A. Scott, L. Borne, H. Duchaine, John Perkins, J. T. Russet, manager of the St. Rock, Quebec, Bank branch, left last week in automobiles on a fishing trip.

The demand on heavy 10, 12 and 14-cent black and chocolate dongola for misses' and children's shoes, is very heavy. Some contracts have been taken by tanners but not many on account of the high price.

Geo. C. Wilson, who was selling representative for the Louis Gauthier Co., Limited, for the past two years, has resigned his position, and will join Mr. Luc. Routhier, shoe manufacturer, in the course of a few weeks.

James Davis, who has been employed in the stock room department of the John Ritchie Co., Limited, has been appointed foreman of the fitting room department. Mr. Davis is a hard working and energetic young man. He is only 22 years of age, and very popular among young people, being much interested in athletic sports. He has won several long distance races.

L. S. O'Dell and E. Samson, of the Rock Shoe Co., and other friends, have been spending a few days at Lake Edward. Mr. Samson was exceptionally fortunate and brought down with him the biggest trout caught this summer, which was exhibited in L. Borne's office for a couple of days. The fish measured over 32 inches in length, and weighed about 14 pounds.

All the shoe manufacturers are still busy, now that the holiday season is over. The leather market is very active and prices are firm. Tanners are obliged to pay for the raw skins 16½c., and cannot get the quantity that they desire. Some tanners have placed orders six months ahead, and can only get deliveries in small quantities. The market prices are as follows: Tan box kip, 25c.; light box kip, No. 1, 22c.; light box kip, No. 2M, 20c.; pat. chrome, h'y, 27c.; pat. chrome, No. 2M, 25c.; h'y oil grain, 24c.; pebble M, 17c. There is no change in the prices of sheep skins. There is quite a demand for dongola, and the price is from 12c. to 16c. There has been no change in quotations for this leather and this is the reason that more dongola is being used than ever. Sewing thread took a big jump during the last week. The cause is attributed to the high price of raw materials, and the consumption is increasing all the time. Shoe manufacturers are trying to place orders out of combine with firms who have not yet raised their prices.

Introducing Many New Facilities

In the short time he has filled the position of general superintendent of the Ames-Holden-McCready factories, W. V. Matthews has been very active. A completely equipped sole cutting factory has been established, and on Sept. 3rd a modern heel factory was running. These factories are conducted as entirely separate enterprises, buying their own raw material, employing their own help, occupying their own section of the No. 2 factory, and selling their output to the Ames-Holden-McCready factories in Montreal. Surplus output is disposed of to outside manufacturers.

In the sole-cutting factory, which occupies the whole of a basement, there are nine 9-ft. beam cutting machines, and fifteen 4-ft. machines, all U. S. M. make. These have a



capacity of 8,000 pairs a day. This department is operated along modern lines. The sole leather is received at the north end of the factory, where it is sorted and stored. The machines are so placed that the leather is expeditiously fed to the 9-ft. machines, which are running steadily on outer soles; then to the machines cutting insoles, half-double soles, and so on to the point where top pieces and lifts for heel building are cut. A large section of the western side of the first floor is devoted to a sole storeroom, in charge of a large staff, whose business it is to sort the soles into different grades and sizes, and file them into hundreds of racks ready for casing and shipment as ordered.

Twelve Grover heel building machines and four U. S. M. heel presses equip the new heel factory, which has a capacity of 7,000 pairs a day. In this department, as in the sole factory, power is supplied by individual motors, with alternating current. This factory is well lighted, and equipped with plenty of covered lifting bins. Raw material is purchased from the cut sole factory.

Mr. Matthews has moved the supply department to a separate room on the ground floor, in order to secure more space for the assembling room upstairs. A new wire staple fastener has been installed in the carton-making factory, replacing the machine which has been used to reinforce box cover corners with linen. Mr. Matthews anticipates equipping a factory for counter and box toe making.

Adopting a Uniform Label

The McCall Shoe Co., Toronto, have opened their third store in the city, at 846 College Street, in the premises formerly occupied by the Bank of Toronto. The store is handsomely fitted up and is under the management of Wilfrid Draffin, lately of the staff at 666 Queen Street. All the McCall stores are adopting a universal label: it has a dark red background, while the name of the firm appears in embossed white letters. The combination is very pretty. On the left hand side are two panels, the top one being for style number and the lower one for size. On the right are two corresponding panels, one for stock number and the other for the price. These labels are all sent to the factories when the firm order goods, and are put on the cartons by the

manufacturers, and all the blanks filled in there, except the one, relating to the selling price. By a system of numerical identification the firm are enabled, by transferring the numbers to each salesslip, along with the size, stock number, etc., to tell each day just how many pairs of such and such a kind were disposed of, how many are left in stock, etc. This is very handy for sorting purposes and placing orders.

Keeping White Shoes Clean

"I have discovered a splendid preparation for taking away stains and removing the dirt from white nubuck shoes," remarked a Toronto retailer this week. "Take powdered pumice stone and magnesia and mix them half and half. The powdered pumice stone removes the dirt from the leather, while the magnesia cleans and whitens the surface. It is the best thing I have run across for keeping white shoes clean and spotless. I am using it every day with excellent success."

Factories Show Big Gain

A bulletin on the census of Manufacturers of Canada taken last year for the year 1911, gives the following statistics and the percentage of increase over the figures given in the preceding census ten years before: establishments, 19,202; increase, 31.07 per cent. Capital, \$1,245,018,882; increase, 187.58. Employes, 511,844; increase 50.91. Salaries and wages, \$240,494,996; increase, 112.36. Materials, \$600,822,791; increase 125.42. Products, \$1,164,695.03; increase, 141.11. The number of establishments employing five hands or over last year was 19,202, being an increase of 4,552 in the decade.

Want Railway Rates Evened

The Maritime Board of Trade concluded its eighteenth annual meeting, which was held at Truro. The next meeting will be at Newcastle, N.B. Matthew Lodge of Moncton was elected president. E. T. Higgs and H. J. Logan of Charlottetown and Amherst, respectively, were elected vice-presidents, and Thomas Williams of Moncton, secretary. A resolution was adopted, asking that the executive wait on the Railway Committee when that body meets in Ottawa and obtain an assurance from it that steps will be taken forthwith to compel the railways to charge in future the same passenger rates from the west to the east as from the east to the west, in order that all the provinces of the Dominion be placed on equal footing.

How Would You Like to Walk on These?

This picture furnishes an example of some of the heels that are put on shoes to-day and tells a story of the way they incline forward. Here is a pair of shoes made in an Eastern Canadian factory which had been worn only



a few weeks. The picture shows that a high heel set in the middle of the shank is of little use even for style.

"Such 'pedestals,'" writes a shoe retailer, "are an abomination, and I think it is up to the trade press to give these most unsightly things a 'black eye.' There is no beauty, comfort, sense or economy in them. They are not only hard to walk on, but they will also wear the heel out of any pair of rubbers in a week. They are miserable things."

Nugget Co. Secures New Warehouse

The Nugget Polish Co., 67 Adelaide Street East, Toronto, will shortly remove into new quarters, having leased the ground floor of the fine new block which has been erected at the corner of Yonge Street and Davenport Road. Manager W. F. McNeill says that the larger premises will enable them to carry a much heavier stock, and place the company in a better position to meet the demand for "Nugget," which has been unprecedented in all parts of the Do-



THE DEMONSTRATION QUARTERS OF THE NUGGET POLISH CO. AT THE CANADIAN NATIONAL EXHIBITION, TORONTO

minion. The company made attractive exhibits at the Western Fair, London, where Fred. Bollard was in charge; at St. John, N.B., and Halifax, N.S., where T. W. Hart directed affairs; and at Ottawa, where the display was supervised by L. R. Howard.

Davis Leather Co.'s Great Expansion

The new buildings for the enlarged Davis Leather Co.'s tannery, at Newmarket, Ont., are nearing completion. The work is being pushed with all the rapidity possible by Mr. J. L. Youngs, contractor, of Stratford. The main building is 200 feet long and 75 feet wide, four storeys high, and a basement. Another building, 150 feet by 60 feet, is practically completed to the north, and an additional storey is being added to one of the wings of the old plant, which is 120 feet by 45 feet. The whole building is of reinforced concrete, fireproof, and when completed will give the Davis Leather Company a plant, the largest of its kind in Canada. The capacity of the new buildings will be from seven to nine thousand skins per day, according to size. The additional power required has been arranged for with Goldie & McCullough, Galt, who are installing a 400 h.p. Wheelock engine and sufficient additional boilers for same. The Weber Chimney Co., of Chicago, have been given the contract to erect a new concrete chimney 161 feet high, with a capacity for 900 h.p.

The drying system contract has been let to Sheldons, Limited, Galt, and a new system has been worked out, which, the Davis Leather Co. are confident, will give them the most efficient drying of any plant on the continent. The heating and plumbing contract has been given to J. W. McGuire Co., of Toronto, and the elevators to the Turnbull Elevator Co., of Toronto. The plant will be sprinkled throughout, according to the requirements of the New England Mutuals, and the contract for this work has been given to the J. W. McGuire Co.

Having already secured part of the floor space in the new buildings to the north, the output has been increased 20 per cent., and just as soon as the contractor is in a posi-

tion to hand over one or two of the floors in the new buildings, the Davis Leather Co. will be in a position to immediately increase their output from 50 to 60 per cent., which will insure their customers being supplied without the delay, which has often been the case during the past few months, owing to their inability to turn out sufficient stock to fill their orders in the old buildings.

How Shoddy Shoes are Made

Boots and shoes in England have been subject to a change in prices of late years. Partly this is owing to the use of machinery, partly to the employment of lads where men used to do the work, partly to the use of what was formerly waste material, and partly to sheer dodgery and trickery. Men's lace boots are now to be bought for 2s. 11d. They are made of leather, too, and to look at them you might think it genuine enough, says Chambers Journal. The truth is, however, the uppers are made of what are known as "centre splits," and the soles are an artificial compound of leather waste. The "centre splits" are very ingenious forms of shoddy. Good honest skins are cunningly split into three thicknesses. The centre sheet is soft and spongy and has no natural grain upon it. But this defect in its appearance is supplied by a process of printing which produces a surface "grain" and makes it, to the inexperienced eye, just like ordinary leather. It is then made up into boots that give every promise of good service, a promise to the eye, to parody Macbeth—pretty certainly destined to be broken to the hope.

Shoeman Elected Alderman

J. P. Elie Dubuc, for the last ten years a retail shoeman at Longueuil, P.Q. (near Montreal), was recently elected an alderman by acclamation. Mr. Dubuc has had a long experience in the shoe trade, starting as a clerk with Daoust Lalonde & Co., Montreal, in 1890. He served this firm in various capacities until 1909, when he left their employ to devote his entire time to the retail business he founded in Longueuil in 1902, and which had been constantly growing during the interval. His election by acclamation as alderman in the town of his birth shows the esteem in which he is held by his fellow townsmen.



A Source of Interest

I desire to compliment you on your fine issues of the "Shoe and Leather Journal," which we all read with a great deal of interest and enjoyment.

E. M. Foster.

Calgary, September 10th, 1912.

A Bouquet from the East

Enclosed find one dollar for another year's subscription to your valuable "Shoe and Leather Journal." It contains some fine reading matter and I like to see it making progress.

Wm. Conroy.

Charlottetown, P.E.I., Aug. 1912.

He Finds It Helpful

I am always looking forward with interest to the next copy of my "Shoe and Leather Journal." I read its pages with a great deal of profit to myself and secure many valuable ideas. It is a fine medium for the retailer.

GEORGE H. KEMBAR.

Creemore, Ont., Sept. 12th, 1912.

The Shoe Industry in Quebec

The boot and shoe industry is the largest in Quebec's industries, with an annual output of over 5,000,000 pairs of boots and shoes, ranging in quality from the brogan to the finest shoe made in Canada, for the Canadian market. Between 5,000 and 6,000 hands are employed by the thirty firms and individuals engaged in this industry, writes Consul



Cleophas Lachance, of Lachance & Tanguay, shoe manufacturers, Quebec, who was recently presented with a congratulatory address and a silver breakfast service by the employes of the firm, on the occasion of the twenty-fifth anniversary of his marriage.

Willrich to the Daily Consular and Trade Reports, Washington, D.C. Among the oldest industries of Quebec are its tanneries, giving employment to about 200 tanners and 500 carriers, with an invested capital of nearly \$1,000,000. Three large concerns are engaged in the manufacture of furs, with an investment of several millions of dollars.

A Comfortable Fitting Last

American shoe manufacturers are not making as many samples with the receding toe as might have been expected. The high toe and shorter forepart have proved more popular. In consequence, the last manufacturers and model makers have designed what there has been call for. The Boston Last Company, Boston and Richmond, Que., have eliminated from their lasts freak styles, and are featuring a last that is ever so much better fitting than the drop toe models. Shoes made on this last are comfortable fitters, owing to the short forepart and the neat, high rolling toe. This last has had great vogue among United States manufacturers, and has taken particularly well among Canadian factories. It is typical of what local manufacturers are showing for spring, 1913.

Australian Boot and Shoe Trade

A deputation from the Boot and Shoe Manufacturers' Association recently waited upon the Minister for Customs and complained that too many boots were being imported, and that consequently Australian-made goods were being displaced. For the four months ended with May the imports were valued at \$939,156, as against \$669,119 for the same period of last year. The minister in reply stated that the imports had in the last three years increased in value by \$486,000, while the increase in production had been \$3,241,620. The Australian production of boots in 1900 was \$19,148,960, while the imports amounted to only \$1,275,366.

Will Erect New Factory

So great has been the growth of the automobile tire market, that it is now stated on good authority that the Canadian Rubber Company of Montreal contemplate erecting a large factory for the exclusive manufacture of tires.

The factory, which, according to the report, will be built across the border, will be equipped with all the modern improvements for the manufacturing of rubber tires of all sizes. The factory of the Canadian Rubber Company in Montreal has been found insufficient to supply the demand, and for a short time has not been turning out tires in such large quantities as formerly. However, with the erection of a fine new plant, on the American side, the Rubber Company intend to make a special line of automobile tires, and market them in the United States.

Let Their Clerks Off Nights

F. P. Carney of Belleville, states that he keeps open about six months in the year until 7.30 or 8 o'clock; that a weekly half-holiday prevails among the shoemen in that city during the summer months. He does not consider that a retailer is any further ahead financially at the end of the year by keeping open nights than if he closed every evening, provided all the dealers shut. He also believes that the general public can be educated to do its buying during the day. He finds when he closes in the evenings, that a number of regular customers do their trading with dealers who keep open evenings, and thereby considerable business is lost. The dealers do not require their staffs to come back in the evenings and all the members are off every night except on Saturday. The half-holiday is very popular.

Lost Motion in Selling Shoes

What methods have you found the most satisfactory in economizing time in the matter of fitting and selling a purchaser shoes? Anything that expedites selling means a commendable saving of time and money in any retail store. Mr. Proprietor, Mr. Clerk, the SHOE AND LEATHER JOURNAL wants your ideas on this live subject. We desire to know what you have learned by experience, insight and observation. We will award three cash prizes for the best answers. Full particulars will be found on page 44. Sit down and let us know what you think about this matter and what you have done to "speed up your sales machine," and "avoid lost motion" in selling shoes on the floor.



THE ATTRACTIVE BOOTH OF PETERS POLISH CO., TORONTO AT THE CANADIAN NATIONAL EXHIBITION

Big Increase in Business

The report of American Hide & Leather for the fiscal year to June 30 makes a favorable comparison with the figures of the previous year. The gross business amounted to \$17,581,364, as compared with \$15,448,241; manufacturing profits were \$1,624,417, as compared with \$1,330,696; net earnings were \$1,112,076, as compared with \$818,934; and the surplus for the stock was \$422,820, as compared with \$104,255, being equivalent to $3\frac{1}{4}$ per cent. on the preferred stock as against 0.8 per cent. earned during the previous fiscal year. During the fiscal year to June 30, 1910, the company showed a deficit of \$695,590. The balance sheet shows current assets \$10,883,225, and current liabilities \$1,833,711, exclusive of the sinking funds, making a net working capital of \$9,049,514, an increase of \$120,577 over the previous year. The company expended \$333,399 for improvements and betterments during the year, by which its capacity has been increased.

How Leather Board Is Made

Leather board is made by reducing sole leather scrap to a pulp, mixing it with fibre, and compressing it into sheets. It is said that some artificial leathers are made by shedding scraps of upper leather and compressing the shredded substance into sheets. There is now on the market a material made by mixing fibred leather scraps and rubber, says Hide and Leather. This material combines the qualities of leather and of rubber. It is resilient and waterproof like rubber. It is durable like leather, and it may be worked like leather. Soles made of it have been stitched onto shoes on welt and McKay sewn machines, and the stitches have held as firmly as in leather soles.

The high cost of sole leather has forced shoe manufacturers to use a substitute whenever it is practical in the making of the shoes, and this has led manufacturers of leather board to experiment. One manufacturer of leather board from sole leather scraps had an idea that he could take the trimmings from green hides, reduce them to a pulp, bring it together under pressure and tan the sheets. He installed the necessary machinery, such as drums, wash

wheels, etc. The hide trimmings were placed in the drum, given a good washing and the hair was removed by the use of sulphide of sodium. From the drum they went into a machine which shredded the pieces to a pulp. This substance was then compressed into sheets of certain length and width and was then ready to be tanned. To keep it from falling apart while tanning, a cage was built so that the sheets would stand upright while the cage was placed in the vat of exact liquor.

It is needless to say that the scheme was a failure, for it was impossible for any tanning material to enter such a dry, hard substance. One might as well try and tan a piece of dry horn or a sheepskin coming directly from a hydraulic press. Raw hide is only a mass of fibres interlaced and it is impossible to shred them without breaking more or less, so such a process makes mud rather than pulp. There is a vast difference between the fibre of raw hide and the fibre of hide that has been tanned. Tanned fibre is stringy and has a substance, raw hide fibre is nothing more than a mass of fine net work that is easily converted into gelatine.

Small Heels Caught in Holes

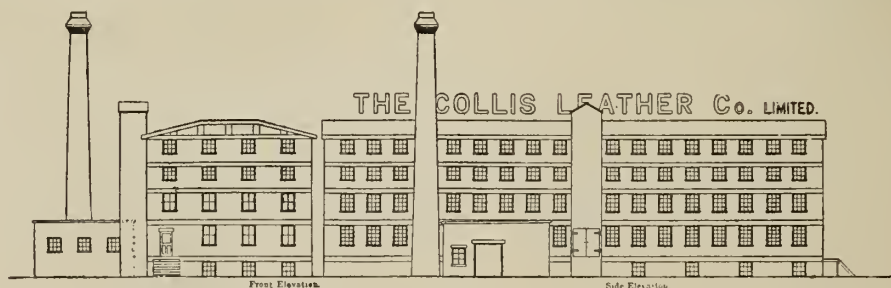
A telephone company in Denver, Col., recently required 100 girl operators to try their skill at descending a fire escape. Many of them wear shoes with small heels and the heels caught in the holes in the iron platforms and steps. In case of fire this probably would prove disastrous. One-half of the girls became dizzy climbing down the escape. To obviate all of these difficulties the company is building a \$7,000 fire escape that is bricked in and stands apart from the building.

Fewer Failures in Canada

Respecting failures in Canada as compared with the United States, an interesting compilation has been made unofficially, in one of the departments. During 1911 there was one business failure for every 5,409 inhabitants. In the United States, in the same period, the proportion was one failure to every 6,878 inhabitants.

The Collis Leather Co., whose new tannery has been completed at Aurora, Ont., began operations this week. They received the first shipment of calfskins a few days ago, and the new plant, an illustration of which is herewith presented, is complete and up-to-date in every particular, and the industry should prove a flourishing one for Aurora. The initial output of the company will be fifty dozen calfskins a day. The chrome process will be used exclusively, and the product will consist of gunmetal and velours calf, box calf, tan calf and other colors. The building is 150 feet

company, who have very bright prospects, and have already received a large number of orders for their high grade skins. The full output of the factory will be 1,800 calfskins per day, but the company realize that for the first year they will not require so great a capacity, but that within a comparatively short time they will need all the room in their large four-storey building. The machinery was supplied by the Woburn Machine Co., Woburn, Mass. The buildings are heated throughout with steam, and there is an up-to-date drying system with fans, which changes the air every ten minutes in the drying rooms, located on the two upper



long and 50 feet wide, being built of red brick, with cement trimmings. The cost of the structure and equipment is about \$30,000. The company received a bonus from the town of \$10,000 cash, along with free water and exemption from taxation. The capital of the Collis Leather Company is about \$150,000. Mr. T. Herbert Lennox, M.P.P. for North York, is the president; Mr. Walter Collis, a thoroughly practical tanner, having extensive experience in England, United States and Canada, is vice-president and general manager, and Mr. Arthur Bonisteel is the secretary-treasurer. He will also look after the sales end for the present. W. Percy Gillespie & Co. were the organizers of the

floors. In the large cellar the hides are stored. On the first floor are the concrete vats, tubs, drums, etc. In fact the space of this floor is about equally divided between the beam house and the tanning departments. Steam is used for motive purposes, a 225-horse-power engine being installed, as well as two boilers, weighing ten tons each. In the centre of the building is an elevator, and all departments are very conveniently reached thereby. The York Radial Railway are running a siding to the tannery, in which about fifty men will be employed at the start. The new leather factory of the company is imposing in appearance and admirably equipped for turning out the highest grade of calfskins.

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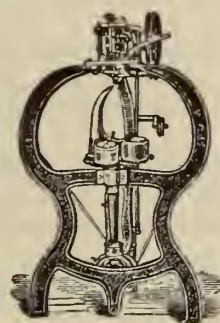
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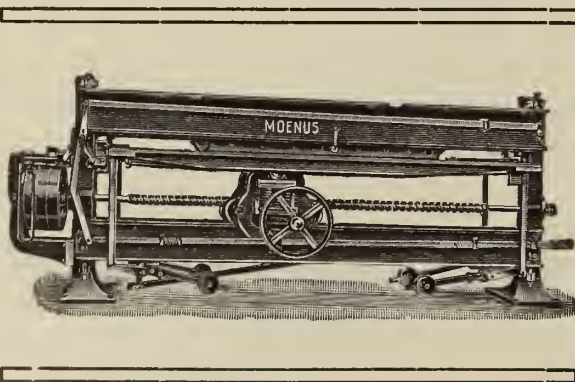
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	United Shoe Machinery Company of Canada, 14, 31, Inside Front Cover and Inside Back Cover		70
	Whittemore Bros. & Co.	28	70
	Wood-Milne Co., Limited	29	70
	Wright & Wright, Inc.	70	70

MOENUS MACHINE COMPANY

FRANKFORT - ON - MAIN, GERMANY





“Altera” Embossing and Ironing Machine

Most beautiful deep Embossing
Any grain or design can be done to
highest perfection.
Complete Album of grains sent free
on application.

**Machinery for Tanners, Curriers, Belting, Boot
and Shoe Manufacturers.**

WHY DIAMOND FAST COLOR

Nothing so cheapens a shoe as a brassy eyelet. In most instances it is more conspicuous than a break in the leather and even more difficult to remedy. But there is a sure way to protect your patrons from any annoyance in this connection. Diamond Fast Color Eyelets cannot wear brassy, they always look new and help to preserve the appearance of shoes throughout the longest wear. There is also a positive way to tell whether the shoes you purchase are fitted with them. Just look for the little  diamond trade mark raised on the surface of each. It is inconspicuous but very important. Your customers realize it. It is your guarantee that the eyelets are genuine Fast Color, for only the genuine Fast Color have the  trade mark.

UNITED FAST COLOR EYELET COMPANY

UNITED SHOE MACHINERY CO. OF CANADA

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

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

MINER



SHEFFORD

They are Good Lines to Handle

- ☐ Perfect and quick fitting rubbers mean ready sales and a better service for you, Mr. Retailer.
- ☐ You cannot obtain more stylish, durable and satisfactory brands anywhere than the Miner and Shefford.
- ☐ How about your fall stock? Are you prepared for the wet, rainy season that will soon be upon us?
- ☐ More retailers are handling our goods to-day than ever. They know by experience that there's a square deal and good value in every pair.

MINER
EANS
ERIT

MINER RUBBER CO., Limited

Head Office and Factories
GRANBY, Quebec

MONTREAL, 72 St. Peter St.

TORONTO, 93-99 Spadina Ave.

QUEBEC, 21 Notre Dame St.

Handwritten notes on the left margin:
125
64
187
1309
155.9

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some of the Good Things

What Chance has the Shoeman with
Small Capital to Succeed To-day?
* * *

The Increasing Cost of Doing Business
—How Can It Best be Met
* * *

Every Retailer Should Become a Foot
Specialist—What It Means to Him
* * *

Why Do You Neglect Findings?—Big-
gest Profit Makers of the Day
* * *

Veteran Shoe Firm Tells of Evolution
of Trade—More About Repairs

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

THE EMBLEM OF QUALITY

BEHIND ALL LAWRENCE PRODUCTS



A REPRESENTATIVE LIST TO SELECT FROM

GUN METAL CALF—Black, Tan

NUBUCK—White, Imperial, Gray and Brown

BLACK DIAMOND PATENT

WEILDA CALF—23 Shades

TANNED SOLELY BY

A. C. LAWRENCE LEATHER CO.

95 SOUTH STREET :: BOSTON, MASS.

PACKARD'S SPECIAL SHOE DRESSINGS

For the FALL TRADE should be ordered NOW.

Our travelers are now out with samples of NEW LINES for cleaning and polishing the latest in all styles of leathers.



LOOK
OVER
YOUR
STOCK
NOW

Before You Get
Too Busy

If you are wanting any lines in a hurry, drop us a line.

WE LIKE TO FILL RUSH ORDERS

L. H. Packard & Co.
LIMITED

Packard Building, Montreal

LARGEST SHOE FINDINGS
HOUSE IN CANADA

Shoe Store Supplies of Every Description

SEND FOR CATALOGUE



FEATHERWEIGHT ICE CREEPER

LIGHT SIMPLE DURABLE

In Men's and Women's Sizes
To Fit Any Shoe or Rubber

(SEE ILLUSTRATIONS)

Here is just the line you require to boost your findings sales.

Every pair means a big profit to you—and this is the time to prepare for the regular demand for ice creepers.

If your jobber cannot supply you I can—drop me a line.

P. E. BOIVIN
PATENTEE AND MANUFACTURER
GRANBY, QUE.
ALSO TROY, N.Y.

Show Cards and Advertising Matter Supplied Dealers

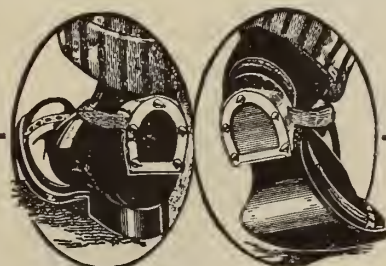


Fig. 1.

Fig. 2.

Fig. 1 shows creeper pushed up from heel when not in use. Fig. 2 shows creeper in use.



SENSIBLE SHOES

SUITABLE
FOR ALL
SEASONS

The range of samples now being shown by our travelers display the Acme of Perfection in Solid, Sensible Shoes.

A thorough inspection of the line will show you genuine, satisfaction-giving shoes, embodying the greatest degree of wearing qualities, a result obtained without sacrificing style.

It is this which is responsible for the reputation now enjoyed by Williams' Shoes.

Be sure to wait for the Williams man.



WILLIAMS SHOE COMPANY

BRAMPTON ONTARIO





ARE YOU CUTTING 1913 WATERPROOF CALF ?

If not, we believe you are missing an opportunity to embody in your waterproof wear resisting shoes for rough weather, the leather which will show the best results and give the best service.

Our 1913 Waterproof Calf is absolutely damp-proof, a fact that has been proven by the severest tests, and it is free from the objectionable features so prominent in some waterproof leathers. Instead it has the appearance of the best leathers used for making fine dressy shoes of the highest order.

The reason for this is in the process of waterproofing—a special process which is positively thorough without being detrimental to appearance.

There isn't the least suspicion of a doubt as to the ability of number 1913 to produce the best results.

Hadn't you better let us send you a supply of skins—right now?

DAVIS LEATHER CO.

LIMITED

NEWMARKET

ONTARIO



**SPRING
STYLES**



**NINETEEN
THIRTEEN**



WILL MAKE POSSIBLE

a manifestation of rapid progress
in your women's department in the

**SPRING OF
NINETEEN THIRTEEN
BECAUSE**

the line is comprised of exclusive models and
designs direct from New York and Boston,
the centres in which are originated the latest
and greatest there is in

WOMEN'S
FINE
FOOTWEAR

and then every pair of Cleo Shoes embodies
the degree of quality necessary to give the
maximum amount of wearing satisfaction.

*Be sure to inspect our
samples before placing.*

CLEO SHOE COMPANY
LONDON - ONTARIO



HARTT - - - - -
 - - - - - **SHOES**



SAMPLES FOR SPRING

NINETEEN - THIRTEEN

Are now being shown by our travelers, and they represent all that is best in good shoes for men. The

SIX - NEW - LASTS

we have added are dandies, and are bound to make good. They come direct from the best Shoe Style Centres, and are backed up by our reputation as

“Canada’s Best Shoemakers”

Be sure to inspect the line thoroughly—you’ll find it worth while.

The Hartt Boot & Shoe Company
 Limited

Fredericton :: :: :: N.B.

"Maltese Cross" Sporting Shoes



YACHTING—Bal. and Oxford.
White Rubber—White Duck
Tan Rubber—Tan Duck



REDFOX—Bal. and Oxford.
Tan Rubber—White Duck
Extra White Rubber Sole



TENNIS—Bal. and Oxford.
Black Rubber—White Duck



VACATION—Bal. and Oxford.
Black Rubber—Navy Blue Duck

Here are some of
the styles that you
will be wanting
for next season.



WINNER—Bal. and Oxford.
Black Rubber—Tan Duck

Orders for this always-popular line are coming in fast. Don't delay ordering. Early orders insure not only prompt deliveries, but low prices.

Your jobber will send you illustrated catalogue and price list.

The Gutta Percha and Rubber Mfg. Co.
of Toronto, Limited

Head Offices: 47 YONGE STREET, TORONTO.

BRANCHES:

Montreal, Halifax, Winnipeg, Calgary, Vancouver, Sydney, Melbourne and Perth, Australia



QUALITY SHOES FOR MEN

**QUALITY SHOES
OF STYLE AND APPEARANCE**

is about the best way to describe "Derby" Shoes for Men.

The styles to be found in the range we are showing for Spring are the best that could be found, and in appearance they stand alone.

Behind the Quality stands a reputation gained by careful selection of materials and thorough workmanship in every department—a reputation in which every merchant can place absolute confidence.

Consider this when inspecting our lines for Spring, 1913.

**MURRAY
SHOE COMPANY**

LIMITED

LONDON - - ONTARIO

SPRING BUYING

Going to make next Spring the biggest success yet, aren't you?

Sure!! Then let me help you.

I am in a position to do so because I have made arrangements to supply you with every thing you require for Spring Selling, and supply you with the finest there is in Style and Comfort in footwear of all kinds.

And the prices at which I am able to supply you are the best you can get, because I myself obtain the best prices, owing to the large quantities in which I buy. You benefit by this because I am satisfied with the ordinary profit.

Be sure to make your selections from the big line my travelers are now showing.

182 - 186
McGILL ST.

JAMES R

FALL SORTING

No need to worry if brisk Fall
selling causes you to
run low in some lines

Because my "hurry-up" order department is always at your service, and I make it my business to see that my stock is kept right up to the mark.

Therefore I am in a position to supply your wants, be they large or small, on shortest notice.

Many merchants are finding this department very valuable to them, as short notice orders are becoming more frequent owing to the unsettled condition of the weather, and the weather usually governs the nature of the goods which sell in a "bunch."

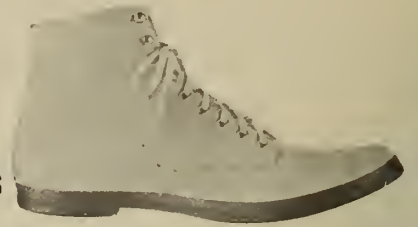
Have you tried out this service yet? If not, why not do so with your next "hurry-up" order.

ROBINSON

MONTREAL
CANADA



FLEET FOOT
BEST QUALITY SPORTING SHOES



Both outdoor and indoor sports demand this brand of sporting shoe.
We are prepared to give you good service.
Do not allow your stock to get low.



Remember These Brands when placing your **RUBBER ORDERS**

"JACQUES CARTIER"
"GRANBY"
"MAPLE LEAF"

"MERCHANTS"
"DAISY"
"ANCHOR"

Rubbers will soon begin to move. Are you prepared in all lines? If not, we have twenty-six branches carrying stock for you, which means

PROMPT DELIVERY. LATE DELIVERY MEANS LOST SALES.

"Granby" Sold Exclusively by Ames Holden McCready, Limited



ORDER FROM THE NEAREST BRANCH

Canadian Consolidated Rubber Co., Limited

BRANCHES

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

“Astoria” and “Liberty” Winners

☞ When a firm's business grows as ours has it indicates to a certainty that somebody is pleased with our product.

☞ It argues a satisfied dealer, contented patrons and naturally a gratified manufacturer.

☞ Our orders for Spring are **100% Greater than a year ago** and we thought we were moving some then.

☞ There most assuredly is a reason for this growth—Get wise Mr. Retailer.

Retail
from
\$4.50
to
\$7.00
and
higher

Cost
fixed
to
allow
a
good
profit

The **COOK-FITZGERALD**
Company Limited
LONDON - - ONTARIO

YOU PROFIT BY DEALING WITH A BIG HOUSE



There is no reasonable limit to the amount this firm will spend to give merchants shoes that are perfect from every standpoint--style, workmanship and general value and saleability. Buy from the house that can serve you best.



Ames Holden McCready, Limited

MONTREAL
EDMONTON

TORONTO
CALGARY

ST. JOHN

WINNIPEG
VANCOUVER

CLASSIC SHOES



CLASSIC SHOES

Knowing Classic Styles and Classic Quality as you do, don't these styles illustrated just make you anxious to see the immense range now being shown by our travelers?

And this is just a taste of what is embodied in the big Classic Line of footwear for Women, Misses and Children.

You really must see the range before buying. Mighty good business on your part to do so.



GETTY & SCOTT

LIMITED

GALT - - ONT.





Last No. 26



==== A ====
 comparison of prices
 and lasts with others
 will show some-
 thing interesting.

No. 26—In Button and Laced; Bluchers
 and Bals.; high cuts; Oxfords and Pumps;
 Tan, Gun Metal, Velour,
 Patent. Per pair - - - **\$2.65**

No. 32—In Button and Laced; Bluchers
 and Bals.; high cuts; Oxfords and Pumps;
 Tan, Gun Metal, Velour,
 Patent. Per pair - - - **\$2.65**



Last No. 32



The
**PROFITABLE
 BUSINESS . . .**

is not composed of "first-sales" nor even transient trade, but of good permanent custom. Every successful merchant recognizes this fact.

And this permanent custom can only be obtained and maintained through confidence—confidence gained by giving every purchaser honest value in every instance.

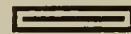
In order to give honest value, the merchant must know how and where to get it.

In buying he must first place confidence in his knowledge of shoes and ability to buy right, and then he must have confidence in the makers from whom he buys.

We ask you to place confidence in us and our productions, for we know that for us the easiest road to our success lies in gaining and maintaining the confidence of the merchant, and so we have adopted our policy accordingly.

By specializing in Ladies' Welts we are enabled to give you the best possible value, and it is by doing so we are going to win and hold your confidence and your trade.

Give the range of samples our travelers are showing for Spring your close and careful attention. You'll surely find it worth while.



The Winn Company

LIMITED

Perth



Ontario



A. CORBEIL

MEN'S GOOD SHOES

TO RETAIL AT

\$3.50 AND \$5.00

ONE MERCHANT WRITES:—

"On page 31 of the Shoe and Leather Journal your full page advertisement leads us to think you have something good to offer."

YES! WE HAVE SOMETHING PARTICULARLY GOOD

to offer to every shoe merchant in the Dominion.

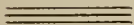
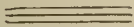
By specializing and by operating a most completely equipped factory along strictly modern lines, we are enabled to offer you a most profitable proposition in shoes to retail at \$3.50 and \$5.00.

The styles show the very latest there is in men's good shoes, while the lasts are perfect fitting and built right in every shoe.

Six new lasts we are showing for Spring are particularly fine and augur well for the profit side of the balance sheet of the merchant who is going to carry them.

You might just as well be one of these merchants.

Our travelers are now showing them to the trade. Write us if you would like one of them to call and show you. A postal will do it.



A. CORBEIL

Manufacturer of good shoes to retail from \$3.00 to \$5.00

MAKER OF "LANDOVER" AND "LEADER" BRANDS

Warehouses and Offices: 71 St. Paul Street
Factory: 63-71½ St. Paul Street

MONTREAL

- - -

QUEBEC



Here is just the snappy, receding medium toe last you need to boost your sales.

Like all the Linton Welt Shoes it has style, plus wear, plus splendid-fitting qualities.

And it is only one of six new welt lasts, all of the same high-class calibre.

Has our traveler seen you yet?

Jas. Linton & Co.

Head Office and Factory
MONTREAL

Branch Office
WINNIPEG



No. 214—Patent 3-Button Oxford
No. 34 Last, Lynn Heel. Also in Tan,
No. 210, and in Gun Metal, No. 234.
All "FLEX WELT."



No. 391—Patent Duchess, No. 35
Last, Cuban Heel.



No. 399—Patent Corded Top Pump
Turn, No. 37 Last, Cuban Heel.

"KINGSBURY"

"AMERICA'S BEAUTY"

¶ Two different ways of spelling "QUALITY" and "STYLE" also.

¶ You can always count on these lines reflecting the very latest style tendencies—just as you can count on their having individuality in appearance, plus uniformity in good workmanship.

¶ Has our representative called on you yet? If not, wait for him. It pays.

KINGSBURY FOOTWEAR CO.
Specialists in Ladies' Footwear
MONTREAL

LIMITED



Stock No. 903

Price \$2.35

Calf Top

Never

was there such an early demand for
Boots as this season.

Our **In Stock** sales are proving this.



Lose No Time

Order from our **Stock Dept.** by the pair, dozen or case. Orders filled the day received.

Write for our New Catalogue containing many new styles not illustrated here.

Also write to have salesman call with a complete line.



Stock No. 902

Price \$2.35

Calf Top

J. P. HARNEY SHOE CO. LYNN,
Massachusetts

You can fit any man's feet comfortably

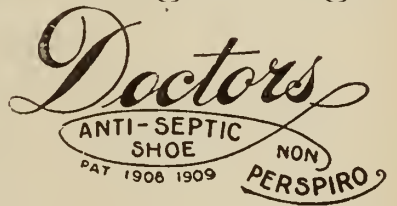
¶ As there are different shapes of feet so there are different shapes of "Doctors" Shoes. Not that there is a separate shape for every foot, but there are three shapes that are so scientifically built on natural lines that a good shoe salesman



can fit any foot comfortably with one of them.



¶ And when we say comfortably, we do not mean comfortably enough to get them out of the store, but comfortably enough to please their wearer and bring him back for more.



¶ The comfort of a "Doctors" Shoe is not all because of the correct fit it gives. It has antiseptic linings and innersole, a thermal asbestos middle sole, and is thoroughly water-proofed. Ask us about these features. They're sales-getters.



THE TEBBUTT SHOE & LEATHER CO., LIMITED
 THREE RIVERS - - - - - QUEBEC

"Just Wright" Sho



"Bang"



"Gink"

Every last and pattern now in use at the Rockland Factory has been duplicated for the St. Thomas Branch.

The **STYLE** and **WORKMANSHIP** of the "JUST WRIGHT" SHOE will be **IDENTICAL** whether made at **ROCKLAND** or **ST. THOMAS**. This we positively guarantee.

Requests for samples of "Jus' Wright" Spring Models will receive prompt attention

E. T. Wright &
Rockland, Mass., U.S.A.

Shoes Made in Canada



"Blazer"



"Beverly"

By making "Just Wright" Shoes in Canada, you can buy them to RETAIL at FIVE dollars as well as six and seven.

Wait for Mr. MacFarlane before placing your business in these grades, or write for samples.

Company, Inc.
St. Thomas, Ont., Can.

**Don't forget we
maintain a
complete In-
Stock Dept.
All orders
placed are sure
to be filled
upon receipt.**



TWO OF OUR LEADERS



Our Shoes are big
sellers because they
are Stylish and
Well Made : :

REGINA SHOE COMPANY, LIMITED
MONTREAL

J. I. CHOUINARD, Sales Agent



“DORIS” LAST

Ladies' Gun Metal Calf, Blucher Oxford with Dull Collar, Eyelet Stay, and Fabric Quarter.



“CITY” LAST

Men's Tan Russia Calf Blucher Bal.

HARBINGERS OF PROFIT

- ☞ Rideau Lines are not shelf-warmers—far from it.
- ☞ They ensure quick turnover at a living profit with a minimum of selling expense.
- ☞ More than that—every wearer comes back to the same store for the same reliable line.
- ☞ That's the sort of business *you*, as a live retailer, are after.
- ☞ Wait for our traveler.

THE RIDEAU SHOE CO.
LIMITED
MONTREAL



SCOUTMASTER

"A Gentleman's Good Shoe"

BOY SCOUT
GIRL GUIDE

SHOES



This is but one of the many snappy styles shown by our travelers.

It is on our Donalda Last, and is made in sizes for Growing Girls, Misses and Children. All popular leathers.

Get our new Catalogue

Have a look
at our Samples

JACKSON

78 St. Peter Street

HYMAN'S METALLIC CHROME SOLE

Could you want a better-made, more serviceable shoe than this one, on our College Last?



It is made with HYMAN'S METALLIC CHROME SOLE LEATHER.

You will find it, and all of our winter shoes, strong sellers, because they are good wearers.

A Catalogue is ready for you

SAVAGE
= = MONTREAL

Selling Agents
Miner Rubber Co.

Spring 1913



“BERESFORD”

Minister, Myles Shoemaker

Corner Pearl and

TORONTO -

1913 Spring



“V A S S A R”

Company, Limited

Simcoe Streets

- - ONTARIO

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

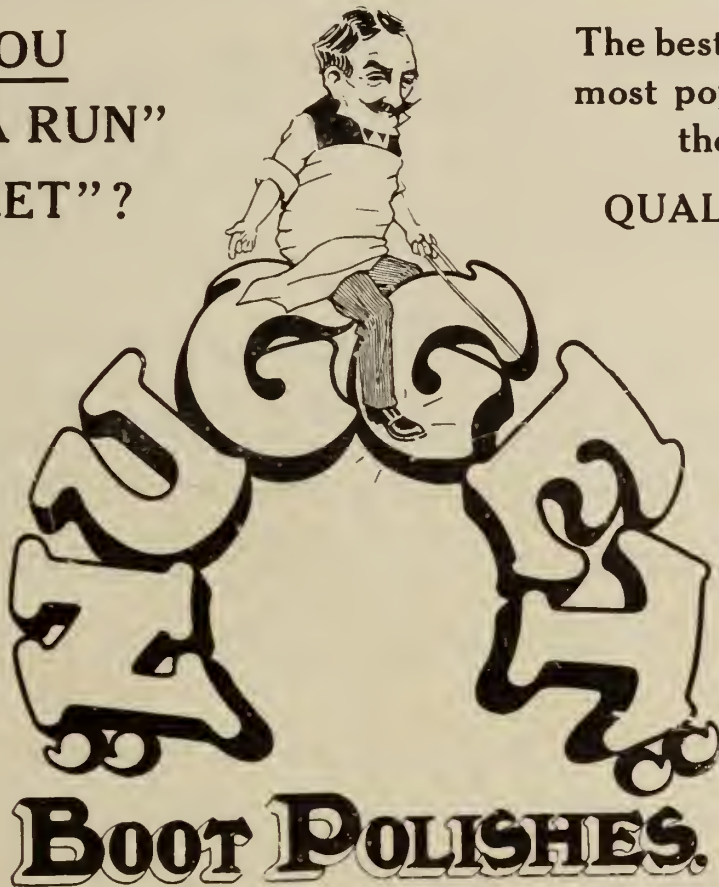
MONTREAL, QUE.

492 St. Valier Street, QUEBEC

ARE YOU
"HAVING A RUN"
ON "NUGGET"?

The best advertised and
most popular polish on
the market.

QUALITY will tell.



Write for
Advertising Matter

HOW IS
YOUR STOCK?

The "Nugget"
Polish Co.
Limited

67 Adelaide
Street East
Toronto, Ont.



GET ALL THE PROFIT POSSIBLE

both for yourself and your customer when buying for Spring, Nineteen Thirteen.

The more you can give to your customer the more you can get for yourself, because it is not first sales which count the most—it's the repeats.

With Surpass Shoes you can give each customer as much—perhaps more—for his money than he can get elsewhere.

Bear this in mind when looking over our samples now being shown by our travelers.

LOUIS GAUTHIER COMPANY, LIMITED
QUEBEC - - P.Q.

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

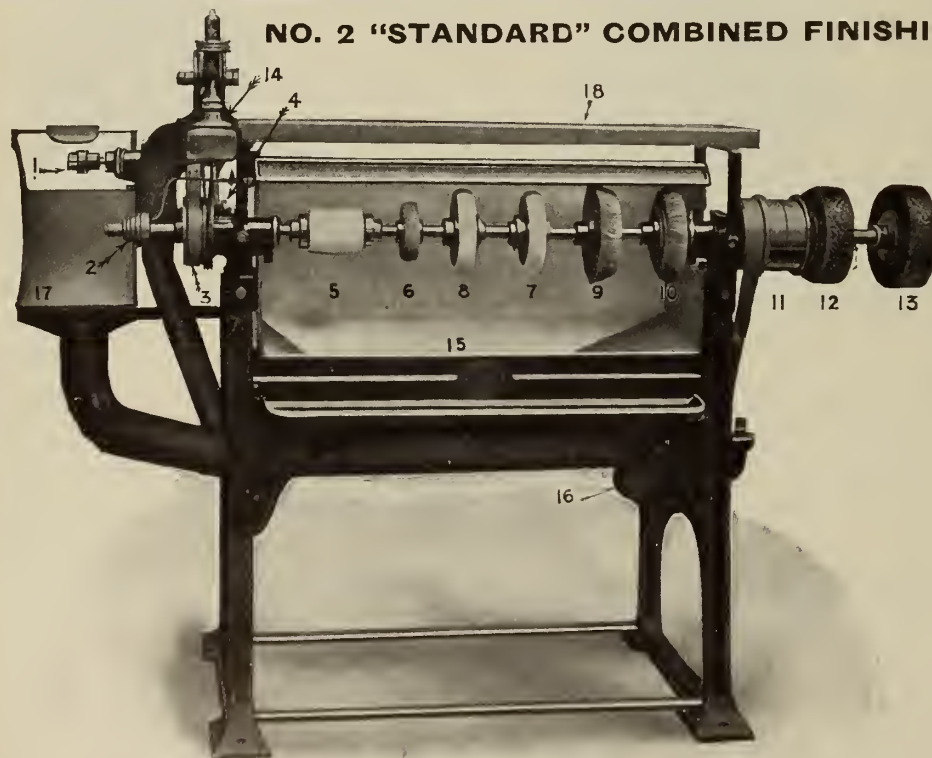
Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.



NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)

This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft. Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

WHAT QUALITY OF INSURANCE

**ARE YOU PLACING
ON YOUR BUSINESS?**

It depends greatly on the quality of the shoes you are handling to supply the demand for staples, and staples, when it comes to a "show down," are really the backbone of any business.

By supplying your customers with a shoe upon which you can depend to give the best all around satisfaction, you are protecting yourself against loss of custom.

THE BEST

Everyday
SHOE

is built not only to protect you against such a loss, but to increase your custom, both in volume, in value, and then besides to enable you to obtain a good profit on every pair.

Tell your jobber this is the kind of shoes you want. Tell him you want the "Everyday" brand on all your staples.

**The T. SISMAN
SHOE COMPANY, Limited**
AURORA - - ONT.

IT'S TIME TO PREPARE

Sporting Boots —Leggings— Oil Tan Moccasins

will soon be in great demand owing to the Hunting Season once more being close at hand.

It's time to prepare to meet it.

We are in position to promptly handle your orders for these lines and supply you with goods, the product of our own factories, using the best of materials.

Better send us your order now. You will be sure of getting positive satisfaction.

Our No. 100, Light and Medium Split, Laced with Bell Front, is a good thing in Leggings.

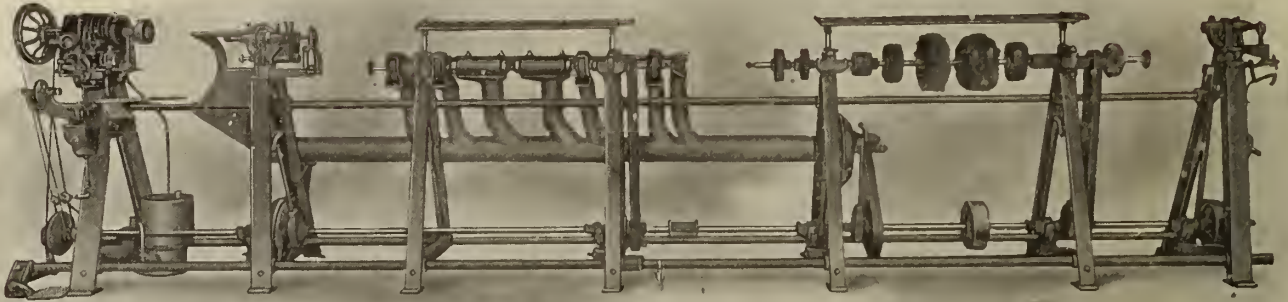
\$1.00 THE PAIR

**HOW MANY SHALL
WE SEND YOU?**

BEAL BROS.
LIMITED

52 Wellington St. East
TORONTO = CANADA

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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If not, do so now. It will compare favorably with and cut to better advantage than any on the market

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*Colored or Black
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*And in weights suitable for all
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Kingston, Canada

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WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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Imported direct for the Canadian trade

Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



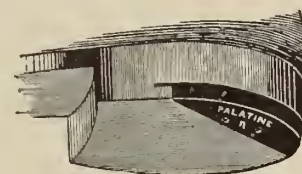
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Sold all over the world and worn with comfort and satisfaction everywhere

Quarter tip for heels. Prevents the jar and do not wear off as quickly as leather heels. Easily attached. Illustration tells the story.



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SHOES

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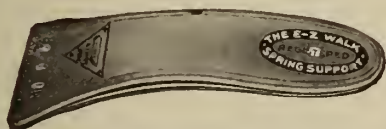
THE HURLBUT CO. LIMITED
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THE E-Z WALK

TRADE MARK

SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN



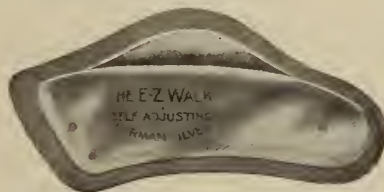
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THE ONLY ARCH PROP HAVING FULL DOUBLE SPRING FROM HEEL TO BALL

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285 Yonge Street, TORONTO

Canadian Factory, Toronto

SHOE & LEATHER JOURNAL

— Published Twice a Month. —

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TORONTO, OCTOBER 1st, 1912

\$1.00 per Year —In—
Advance

Can the Shoeman with Small Capital Succeed?

Is \$1,000 Cash Sufficient to Begin With?—Many Leading Retailers Have Started on Less—Jobbers and Manufacturers Say the Venture Depends Mainly on the Man and the Location—Some Interesting Views.

"Going into the shoe business on a cash capital of \$1,000" was recently a much discussed subject in the columns of the SHOE AND LEATHER JOURNAL. Several shoemen told how they would go about it, what credit they would expect, what lines they would stock, what appropriation they would make for rent, fixtures, advertising, etc. It was contended on this sum that a stock of about \$1,600 to \$1,800 could be secured at first; that a banker would give from \$200 to \$500 credit, and a jobbing house from \$500 to \$1,000, depending largely upon the reputation, insight, the business capacity and integrity of the applicant, the stand he has leased, the character of the town or village in which he locates, the way he secured his money and many other things. The advantages of dealing with one jobbing house at first until financially on one's feet were pointed out. It was also explained that this would be a decided help in financing. "Get all your eggs in one basket," said one young man, "and then you know where you are at."

The Reverse Side Presented

Having presented the possibilities and views from the side of the young man about to embark in the foot fitting business, what has the wholesaler and manufacturer to say on the scheme? Is \$1,000 enough capital to start in the footwear game in a town or village, or the suburban district of a growing city?

Generally, wholesalers who have discussed this problem with the SHOE AND LEATHER JOURNAL say it depends largely on the man and the locality. The general feeling is that nowadays with rents in the ascendancy, the advancing cost of shoes and rising expenses of doing business, starting with small capital should not be recklessly encouraged. At the same time many manufacturers and jobbers are free to admit that a large number of the most successful shoe retailers to-day, particularly in the West, began business on less than \$1,000.

"A thousand dollars capital is not enough to start business on nowadays," remarked a Toronto manufacturer. "Most men who enter the retail shoe game on a small capital have an extremely hard time to pull through. They have such a raw time meeting their payments during the first few years that their lives are made miserable. No,

I don't think it is wise to encourage young men to start out with such a small amount of cash behind them." Yet this manufacturer admitted that some of the best shoe dealers in Canada started on even less than one thousand dollars.

As Few Accounts As Possible

Another jobber asks for half cash on opening accounts. He has found that the trouble with young fellows who start in business is that they open too many accounts. "They should stick to one account or two at the most. Then, when the fourth of the month comes around, if they have, say, \$400 to distribute between two accounts, they are more liable to get an extension of credit than if they have to distribute this small amount among several accounts. But, when a traveler calls with something—and it may be good, too—many young men can't refuse to buy, even though they would be better without the new lines of men's or women's shoes on a certain last which they are told will be the rage."

A leading Montreal manufacturer, when approached on this question, said that they had started many men in business, not one of whom had failed. A case was supposed of a man coming into the office and stating that he had a thousand dollars he intended investing in the footwear business, and asking what stock could be obtained with that amount of capital.

The first question to be asked under these circumstances is: Where did he get that money?" If it has been left to him by some relatives he is usually advised to take a position some place. If he has saved the money from his earnings he is asked about the location of his proposed store.

If this is satisfactory, and the man's ability and habits are unquestioned (these count for more than money in obtaining credit), he is given a line of credit. The thousand dollars are to be invested in leather shoes, rubbers, and findings for which he must pay cash and take all the discounts, and at no time must his stock exceed \$2,000.

Helped Over a Hard Spot

"We have had a couple of men, that we started, nearly go under, but they have always been tided over successfully," the head of a Vancouver jobbing house writes.

"There was one man sent for me to come and see him, and I went. He said: 'I think I've made a mistake, I've sold my house for \$1,800 and invested the money here, and things don't seem to be going very well.' I asked him how much money he was getting before he started business. He said \$20 per week. Now, I said, you start and pay yourself a salary of \$25 a week. If you haven't the money in the till on Saturday night, send to me for it. Then, at the end of a year if you are not satisfied I'll give you your \$1,800 and secure you a position at \$25 per week. At the end of the year I went to him and asked about transferring the account. 'No sir,' he said. 'No man but myself is going to have this business.' Now he is one of the best foot-fitters in Ontario to-day.

Get Proper Accommodation

"The secret in dealing with the accounts that seem slow is in giving them proper accommodation. Some jobbers do not do this. A Western wholesaler started a man in business and then sent him to us for a stock of men's, boys', and youths' for which the house spoken of guaranteed payment up to a certain sum. I saw this retailer some months later and asked him how his business was? He replied, 'The men's department is all O.K. but the women's is not.' There were a number of sizes and styles that he did not have in stock because the jobber would not extend his credit any further. The result was that this jobber took 54 cents on the dollar for the account, whereas if he had supplied this dealer for a few months more with proper widths, sizes and shapes, selling at a medium price, he would have got 100 cents."

Personality a Determining Factor

Many houses, according to a Montreal manufacturer, have a rule that any one starting in business in the foot toggery line should be able to put up the cash for 50 per cent. of his purchases, and the balance can generally be arranged satisfactorily between the wholesaler and retailer.

However, this does not mean that any young man who has \$250 can get \$500 worth of goods from a wholesaler shoeman. After it is established that the prospective customer has so much capital to start with, his personality his experience, the location of his store, and oftentimes the way in which he secured the money, are all taken into consideration. By personality is meant his honesty and then his ability. Experience has to do with not only the length of time served, but also the matter of whether or not he has a good business education and a general knowledge of the worth and wear of shoes.

This wholesaler is interested in knowing just how he got the money he intends to start with. Did he earn and save it dollar by dollar, or is it a legacy which has suddenly fallen into his lap. The man who saves the capital himself is naturally regarded much more favorably. The man who comes into the money by way of a legacy may find it either a blessing or a curse.

Locality An Important Consideration

A Montreal maker of men's welts commenting upon the recent series of articles in the SHOE AND LEATHER JOURNAL relative to starting business on \$1,000 or \$2,500, pointed out the necessity of considering locality. Under ordinary conditions, the man with small capital hasn't a ghost of a chance, and it is unwise to encourage such ventures. In the far West this man told of instances where men with even less than \$1,000 had secured credit, and made good. In older localities where trade is entrenched, a small capital fellow had better stay out. The manufacturer also said the extension of credit depended largely upon the experience, efficiency and character of the man, and the opportunity available for him in his locality. In one town in Alberta he had recently extended credit to a young man

who had only \$200 cash. A Montreal account was recently opened where the man had even less cash. In both cases they knew the shoe business, were good careful buyers, and there looked to be an opportunity for them.

This manufacturer believes the average shoeman going into business makes a serious mistake not to pay himself a stated salary, and to live within that salary. He finds that many young men once in business take undue liberties with time and money.

A leading Winnipeg shoe jobber writes that he is pleased with the recent articles in the SHOE AND LEATHER JOURNAL regarding starting business on small capital. He feels that retail conditions are changing and young experienced men have an excellent chance to make good. Young men with ability and knowledge who have carefully analyzed the situation where they wish to start business, have an attentive hearing from him. He believes, generally, that the modern tendency is for fewer and better retailers and that credit will not be as easy to get as years go by. Shorter terms are coming more and more, yet this will never prevent the worthy man from obtaining credit and ample backing from the jobbing concern he ties up with.

Moral Standing and Business Capacity

The manager of a wholesale shoe concern in London, Ont., when asked how he would deal with a man coming into his office with \$1,000 to invest in the footwear business, said he would first consider his moral standing and business ability. "We would not pay so much attention to the money," he continued. "Now, for instance, about five years ago we started a man in business who had only \$500 and gave him all the credit he required. To-day he has a shoe stock of \$12,000 and requires no accommodation. There was another man we started about the same time, who had \$2,000 and a good location in a flourishing near by town. We have had to shut off this man's line of credit, for the reason that he was not economical in conducting his business, and his personal expenses were much too high. He was buying from too many houses. Nearly every traveler who called on him got an order, even though it was only for \$40 or \$50, and the result was this chap could not meet his obligations.

"One mistake, in my estimation," he continued, "is for anyone to tie himself too tightly up to one house in order to get an extended line of credit. While it is certainly not advisable to buy from many houses, it is good move for a man to be in a position so that he may purchase where he can get the most satisfactory and comfortable shoes, combined with quality, wear and style.

"In order to do this, it is sometimes necessary to start on a small scale and build up.

"The natural tendency among young men just starting is to have an attractive front and swell fixtures. By so doing, they tie up their capital, which is unwise. A man with \$1,000 can go into the shoe business in a medium sized town or village and make a success of it, and not by depending upon anybody, if he will run his business on sane, economical lines.

Keep Your Credit Good

"Another serious mistake many a young man makes is not in living up to his obligations, or in failing to notify his creditors of his inability to meet drafts. We find there are too many drafts returned with no explanation, and very naturally this hurts a retailer's credit. But if the conditions were explained, as they should be, the shoe merchant would very likely have his credit renewed. The first thing for a young retailer is to have sound credit. A house that will keep a young man within his limits, but give him proper accommodation, is doing him a great favor."

A general rule when a man starts in the boot business

(Continued on page 60)

Making Fall Shoes Appeal to the Passing People

The Display Should Be Timely and Appropriate—Enterprising Trimmer Gives His Ideas—Making the Best Use of Window Facilities in a Progressive Town—Good Show Cards An Important Adjunct

The enterprising footwear merchant is, of course, making special window trims for selling fall shoes. It is being more and more recognized to-day that one of the greatest trade feeders any shoe establishment can have is its window. Like money judiciously invested, it brings handsome returns. The clerk who takes an interest in trims, artistic arrangement of shoes, color schemes, nice backgrounds, and other accessories is nearly always sure of a lucrative position, whereas another, who knows nothing of the decorative art which plays so important a part in silently persuading people to buy to-day, does not stand half the chance for advancement.

So much has been said upon the subject of effective and attractive window dressing that but little new can be presented on the subject.

The accompanying illustration is a window which was recently put in the Haines Shoe House in Napanee, Ont. The window is devoted to feminine footwear. Only one brand

of fall styles is shown and that is the Empress. Each shoe had a special ticket on it with the price marked thereon. On either side are palms and crepe paper festoons may be noticed in the corners. In the centre of the window is an attractive card which reads, "Fall Styles. Come in and See Them." There are not too many shoes crowded in the space and the arrangement is effective. During the week that the window was in, the firm had a good sale of ladies' fine boots and disposed of many of the better class. Tans were strongly presented and the result was a noticeable demand for them. The window was decorated by H. J. Fox, who has been employed by the firm for five years and has done all the trimming. He does not believe in special efforts so much as in steady, thoughtful, careful and well planned work. He says that the firm have only one window, but they keep it nicely arranged and always looking clean and neat. Mr. Fox produces all his own show cards and rarely, if ever, trims a window without a card to attract the passer by.



AN INVITING DISPLAY OF WOMEN'S FALL SHOES

The Shoe Merchant Who Has No Time to Read

Poor Fellow! He Fails to Realize That the World To-day Has Little Consideration and Small Patronage for the Man who Stands Still—The Good Work of a Live Trade Journal

By A. FRANK MEDDILL

One of the striking features of the proceedings at a number of the recent trade conventions has been the appeal to members to subscribe to trade journals and read them carefully as the only means of keeping in touch with the modern trend of thought in their lines. A particular effort was made to interest those men who were in the class which "have no time to read." This subject has been broached by many trade papers, but coming as it does from a source such as this it should carry more weight as it comes from disinterested persons.

"No time to read." Can anyone in this time of printing presses and newspapers, with almost everyone being able to read, imagine a weaker excuse? Can you imagine a merchant to-day depending as he must on the patronage of the public, yet blindly ignoring what this same public most admire and demand—up-to-date methods and progressiveness? Can you imagine anything more distressing than a struggling dealer, toiling and slaving from morning till night, a lingering plodder of the past, so out of touch with the spirit of the times that he not only never reads, but actually resents advice, suggestion or innovation?

Have No Time to Read

Just think of it! We live in an age when education is almost a necessity of existence, when the printing press is the greatest force in the land, when publicity is the recognized motive power of successful merchandizing, yet there are those, and many of them, who will tell you in seeming sincerity, that they have "no time to read." Stalled in a rut and "sot in their ways," they are blind to the fact that this little phrase spells either the success or the failure of many a business man. It might well be put on the tomb of many a business failure as an appropriate epitaph to one who was too near-sighted and too pig-headed to want to see aright.

And this man who has "no time to read." What kind of fellow do we usually find? We know him—perhaps you do also—a man who has got gumption enough to keep his store looking neat and up-to-date. "Things are not what they used to be," he laments, as he looks across the way to the establishment of his successful rival, a merchant who perhaps takes and carefully reads the very same paper which he has "no time to read." He refuses to believe that the public nowadays thinks more on the subject of buying, that they are educated to knowing what they are getting, and that if the merchant does not follow the modern taste he might as well close his shop and go home. This poor deluded creature pathetically looks at the attractive window of his competitor, scans his catchy ad. and speaks of the "good old times" when trade came to a merchant without any solicitation or effort whatsoever. Poor fellow, he invariably fails to realize that the world of to-day has no consideration and very little patronage for the man who stands still, who refuses to keep abreast of the times.

Really Deceives Himself

The most distressing feature of all is where he really deceives himself. "Yes, I received your paper," he tells you as you inquire his opinion on a certain matter, "but I have not had time to read it. Over there are two numbers with the wrappers still uncut." After a time he will remark about the attractive display in a competitor's window and bewail the fact that he has no one to fix up his window as Jones or Smith does. "Oh yes," he tells you, "one of

his clerks is a crack on window dressing and he does the work." It never occurs to him that the clerk does not allow the trade paper to lie around unopened, but scans it for new ideas each time it arrives and puts them into effect. That same thing is true of advertising. I know a particular shoe firm in a large Eastern city which is doing some extensive advertising. Their ads. are attracting attention by their timeliness and originality—and they are bringing results. The man who writes the ads. for this firm is not a high salaried advertising man but a salesman for the firm. I do not know whether his efforts are appreciated, but I do know that he was one who studied advertisements and looked for ideas and embodied them in his ads., which are unquestionably good. "Oh yes, I did some plugging at home at them," he said, "but it was almost fun, and I am pleased that I did it now, because it has opened up a field which I might find of use to me some time." That fellow is a hustler who thinks for himself. He called up the office of a paper he was subscribing to when a copy failed to arrive on time and was very anxious to secure one. "I go through them every time, read them from cover to cover," he said upon inquiry, "and get all my ideas from them. I often see something which may not apply in my case, but it suggests something else which I can put in practice with profit."

Keep Posted on Your Business

Common sense should convince a merchant that if he had no time to read his trade journal it would pay him to take time. He must read the daily paper to be able to talk intelligently on the topics of the day, which only indirectly affect his business, yet he neglects to read his trade journal, which will keep him posted on his own business, something upon which his daily bread depends. The lasting success of any business depends upon the ability of its members to adapt themselves to changing conditions. They must make a study of the public and its needs and tastes. They must follow up what their competitors are doing and adopt what they see is making a success. There are many old business houses to-day which are right up to the minute in their methods, yet if the man who knew them in the old days would take the time to think on the subject he would easily see that these firms, though old in years, are young in spirit, and are not doing as they did years ago. They have followed public opinion in thought and tastes.

Keeping Up With the Times

The business man of to-day, to be a successful merchant, must read. We live in an age of scientific progress and commercial innovation. Every week there are new styles and new inventions; every day there are developments in the methods of storekeeping. To keep in the race in such a competitive age, an acquaintance with these is absolutely necessary; and how can a merchant make such an acquaintance if he does not read, and how else, if he does read, than by reading his trade journal?

"No time to read." What a pity it is that the dealer does not realize the seriousness of this confession. "He doesn't read or subscribe to a trade journal," wrote the traveling salesman, when sending in his order to his house. Many of these salesmen are told to send a report in this respect because the credit man of the firm, who is a shrewd judge of people and human nature, finds this information useful in sizing up a man. He knows what the usual man is like who has "no time to read."

Bright Ideas on Handling Shoes to Advantage

An Alert Belleville Man Gives His Views on Repairing, Special Sales, Approbation, Styles, Advertising and Proper Fitting—The Classes of People One Has to Serve—The Way to Get Rid of Odds and Ends

"Yes, we have a very good understanding in this city regarding sales, hours of closing, the matter of approbation and the repair question. It was not always that way. A few years ago one shoe house started sacrificing certain lines early in July, when the demand for the goods was at



W. O. ADAMS

its highest. Another competitor watched the windows carefully, and if he saw a certain boot marked at \$2.95, he would go back to his own store, put a similar line on display and tag it \$2.90. I was just starting in the game those days, and was not to be outdone. I determined to fight the thing to a finish, and put up a card announcing a straight 20 per cent. reduction on all lines in the store. This created a little excitement. It threw a sort of panic into the opposition

camp, and for several years past we have had friendly rivalries based on a better understanding. The cut-throat policy is over." So spoke W. O. Adams of Belleville, whose slogan is, "The store that fits the feet."

A few months ago he moved into handsome new premises, 85 feet deep by 15 feet in width. There are splendid double windows at the front with mirrors on all sides, each being artificially lighted from the top with three Tungsten lamps. At the entrance is a huge shoe surrounded by electric lights. Mr. Adams is an ardent admirer of well dressed windows, and believes in effective announcements. For instance, here is one: "Style, price and quality are the three essentials of satisfactory footwear. They are embodied in every pair of shoes we sell."

Got on the Wrong Boat

Mr. Adams, who comes from a shoemaking family, is a young man with bright ideas, and to-day is doing four times the business that he did the first year he opened up in 1901. His father, W. H. Adams, who died some nine years ago, was associated with him the first two years. Mr. Adams, Sr., came from Taunton, England, thirty-six years ago. He got on the wrong boat when sailing from the Old Country and was being carried to Halifax, where he intended to take the train for New York, his original destination. On his way across, he met a fellow passenger who asked him where he was going. Mr. Adams told him of his intention and inquired, "Where are you going?" "To Belleville, Ont.," replied his casual acquaintance, who, learning that Mr. Adams was a shoemaker, told him to come along with him and he would see that a job was awaiting him. Accordingly Mr. Adams came to Belleville, and for twenty-five years was employed as a shoemaker with John McKeown, the veteran retailer, who has been fifty-two years in business in the City of the Bay. The son, W. O. Adams, was for

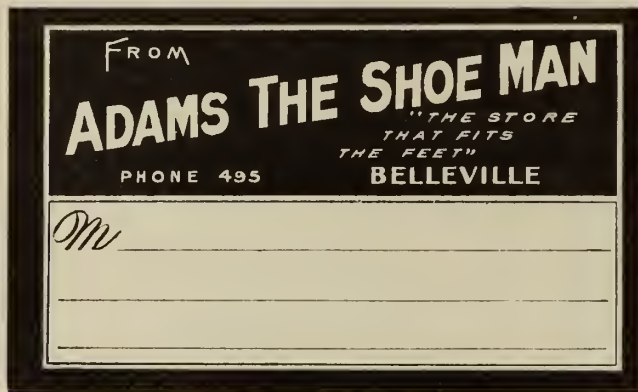


THE INTERIOR OF THE ADAMS SHOE STORE IN BELLEVILLE

some years with Mr. McKeown, and joined the father when the latter went into business.

Shoe retailing conditions are much more pleasant in Belleville than in many other localities. For instance, practically all the shoe stores close at six o'clock the year round, save on Saturday, and during July and August there is a half-holiday every Wednesday afternoon. All the trade is cash and the dealers are not "bothered with repairs," as one of them put it. With two exceptions, they leave this work to the shoe repair men, of whom there are a number in the city.

"Yes, I am a strong believer in advertising," remarked Mr. Adams. "I carry space regularly in both daily papers, and send out booklets at certain intervals. I have never found that giving souvenirs or calendars has resulted in any large increase in business, for the simple reason that a number of people appear very sensitive on this point. Some



THE LABEL ON ALL PARCELS

time ago I had a large quantity of watch fobs for the men, but the supply gave out and several who did not receive any were far more aggrieved than the recipients were pleased. The same, too, with regard to calendars. A few went astray in the mails, and certain old customers firmly believed that they had been overlooked.

All the Trade is Cash

"All my business is cash, and I intend to keep it so," continued Mr. Adams. "It is easy to drift into credit, and once the door is open, it seems almost impossible to close it. Why, to give you an instance: A certain young man who was out of work on account of illness, and also had sickness in his family, obtained a pair of shoes from me 'on time.' Unfortunately, he dropped a remark to two or three of his friends, and as a result of this condescension on my part, which was more from a humane, than a business consideration, no less than half a dozen people applied to me for credit. They said that I had extended it to Mr. So-and-So, and they thought they were entitled to the same privilege. I refused point blank, and you see how easy it is to develop a credit clientele. We do not handle many novelties; in fact, 'millinery footwear' is a better name for some of the present-day offerings. We find that men are more conservative buyers than women, who are eager at times for foot covering, either fancy or freakish."

In discussing other matters, the proprietor said that he did not think that there was any money to be made by a man running his own repair shop. It was difficult to obtain help, and when you conduct such a branch, many persons are apt to impose upon you with small jobs, which they desire to be attended to gratis. When they know that you have no repair man on the premises, you escape these appeals, and besides get rid of a lot of work and worry. "Of course, if any shoe in its early stages of wear is faulty in construction or material—through some oversight or neglect at the factory—we make good any deficiency, but it is not often that we are called upon to do so."

How She Got Shoes Gratis

"Approbation, did you say? Well, we do not have a great deal of it. Occasionally we have to make a special

consideration. We then send up a boy with shoes, giving him instructions to return with the money or the goods, or if that is not convenient, we send up three or four odd shoes. However, I have no complaints to make on this score, and approbation in Belleville is not a very pressing annoyance. We always endeavor to see that patrons are fitted suitably, and we specialize on extreme sizes and widths that are not ordinarily carried in most stores. I could give you many amusing instances in days gone by when the approbation business flourished. A woman came in one morning and asked to have sent up on approbation a three-eyelet patent oxford of a certain well-known make. I sent only the one shoe which was the left one, size 4, E width. I tried my best to get that shoe back time and time again, but some excuse was furnished and she dodged the issue. I wondered how on earth one shoe could be of any use to her and, as she was a well-known shopper, I was discussing her case with another shoe man one day. I told him about the plight I was in. Immediately a great light came to him and he remarked: 'Yes, I have had the same trouble as you have now; it is all as clear as noon-day. We carry the same line as you do. She came in and got a right shoe from us of the same make, size and material. We have never been able to get it back.' Thus, the woman had, by soliciting approbation, secured a pair of oxfords without charge.

Even Fitted a Peg Leg

"Another comical incident I might relate was when I was waiting upon some ladies one day and a man hobbled in. I did not notice his approach, and he stuck his head over a high-backed settee.

"Do you think you can fit me with a pair of boots?" he asked.

"'Certainly,' I replied. 'We can fit any person that enters this shop.'

"Some customers who were at the front of the store, on hearing the remark, gave a hearty laugh and as I made my way round, I noticed the cause of their merriment. My visitor was a man with a peg leg. However, I was not to be bluffed. I happened to have two right shoes, one a dongola and the other a buff bal. They were both size 8, which was the dimensions that my wooden-legged friend wore. I tried them on him and sure enough, they fitted. I had been thinking about throwing the shoes into the scrap heap for some time, but was mighty glad that I kept them. I did not tell him how I happened to have them."

The Story That The Window Tells

"I believe in putting prices on all goods that you display in the window with the exception, perhaps, of some very high-class lines or something distinctly new, which arrests the attention. You know, after all, the public is peculiar in many respects. Take, for instance, young men. If they come along the street and see a shoe in the window that suits them, and the price is on it, they will enter and buy; but if the price is not there, or the shape that they take a fancy to is not displayed, they conclude that you have not the shoe in stock. Many of them are diffident about coming in, as they do not take to the idea of entering a store and walking out again. They are sensitive and think when they put a salesman to the trouble of showing goods they should buy. Then there are women who are professional "crows" or shoppers. They go around from place to place, searching here and there, and at last are compelled to make the purchase from sheer exhaustion; and then there is another class who never intend to buy at all, but seem to want to enter a shoe shop and put the proprietor to all the trouble possible, simply to fill in time, or to gratify a passing whim. However, the great majority of people are earnest, thoughtful and sincere. If you bestow upon them courtesy and attention and give them credit for knowing a little about what they wear, in the end you are bound to win their confidence and esteem, providing you handle honest reliable goods and do not break faith in any promise that you make.

"I always believe in clearing out any seasonable shoes at the end of the selling term. No one can tell what is going to sell next year in certain lines, and there is no use carrying these over. Far better to get cost or even less on the remnants than to store them."

Do You Make Any Money Out of Shoe Findings?

One of the Most Important Adjuncts and Best Profit Producing Departments in the Shoe Trade—It is Time Some Dealers Wakened Up—Live Suggestions on Working Up Its Possibilities

The minute you mention pushing the sales of findings to many a shoe merchant he will tell you that there is not enough demand for polishes, pastes, brushes, rubber heels, laces and the commoner saleable articles to occupy much of his attention or to take up any valuable space in the store. Ask him why and he will go on and explain that the grocer, the variety store, the five, ten and fifteen cent shop get nearly all that business.

This is his narrow conception of the findings trade and its possibilities. He does not know that some of the well managed stores who realize the earning capacity of such a branch carry from one hundred to two hundred articles, all of which

are in demand at some season of the year. No line of goods yields such a large profit, all the way from fifty to two hundred per cent on some things. The average is much higher than on shoes. Do not affect to despise small things, or the nimble five and ten cent pieces.

A shelf or a drawer in the rear of the store, a cubby hole somewhere beside a partition or near the stairway is no place to give findings a show. Bring them out in the open. Your store may not be large enough to have a special department in charge of a special person, although there are several shoeists who have adopted this in the larger and some of the smaller Canadian cities.

Any shoe man worthy of the name generally has a special case near the front of his establishment—some of them two and even three cases—equipped with adjustable glass shelving—where all findings are attractively displayed. Methods are improving, but greater progress might well be made.

Findings of all kinds are the complement of the footwear business—an auxiliary that proves a good outlet where real salesmanship is exercised. This should make the average dealer continue to develop this branch of the business. Of course, selling good fitting, comfortable and durable shoes, that will please and satisfy patrons is the chief aim of the serious minded boot dealer, but there is no reason why he should treat findings as a side issue. This branch of the trade has grown enormously during the last five years. There is not a findings house in Canada but will tell you that business in their line has never attained the proportions that it has to-day. Some retailers are getting the fine profit from the expansion of these requisites, and the personal question with you is—are you one of them or do you carry a bunch of shoe strings on a hook and have some dust-covered tins of paste somewhere at the back of your shop and call that “your findings.”

Probably you have never encouraged your clerks to dispose of findings. You have always treated this department as a sort of necessary evil and very insignificant. The result is that while many a salesman will exercise every art and resource to dispose of a pair of shoes he will keep mum regarding shoe trees, insoles, heel rests, dressings, boot powders, bunion protectors, arch and ankle supports, polishing outfits, daubers, shoe horns, ice creepers, etc.

Get Your Clerks Interested

It is not hard to account for the absence of concern in findings if you, as a proprietor, are not interested. Where you will not lead, the average clerk will not follow. There is no need in boring or badgering a customer into buying some of these pedal accessories, but a quiet observation or simple suggestion will frequently lead up to a sale. This should all be brought up at the right moment and interest will be aroused which is likely to be converted into a substantial transaction.

One Winnipeg store allows its staff a percentage for selling findings. No commission is granted if a man or woman comes in and asks for a pair of shoe trees, an arch support or a pair of over gaiters; but if the clerk sells something in this line to a caller who on entering has no idea of purchasing any article outside a pair of shoes, then the

p. m. system applies. Several members of the staff make a good deal on the side each week from drawing attention to findings and stimulating sales therein.

The Big Margin on the Goods

So much has been said on the large profit on these goods that this feature of the department should appeal to all. Now in the matter of arch supports here is one of the greatest profit getters in the store. If a salesman studies the feet of his customers carefully he can sell many pairs during a month. When a caller comes into the store and heaves a sigh of relief as soon as the shoe is removed, the salesman has a good opening to suggest foot resters, or in cases where the arch is seen to have broken down the suggestion of arch supports always finds fertile ground in the minds of customers. There are other useful articles for the findings department. Little things like shoe strings, costing anywhere from 45 to 85 cents a gross, turn a good profit when sold for 2 cents a pair, and, while it is the custom of some shoe dealers to give a pair with each purchase of shoes, still thousands of dollars are given away each year by shoe dealers all over the country in just this one item. This is one of the necessary, or what many think is the necessary evils of the shoe business, but if each dealer in every town should make it a point to sell all of the shoe strings he would find at the end of the year that his profits increased.

Seasonable and Saleable

Spring, summer, autumn and winter usher in fresh opportunities in the findings business which is annually and also seasonably increasing in importance and revenue. Are you getting your share in the good things? There are some aggressive and resourceful dealers who almost make their rent out of the findings department. Of course this announcement may be pooh-poohed by certain skeptics, but the assertion is true all the same.

In an interesting booklet on “Shoes, Their Care,” some valuable information on shoe trees is presented which retailers will no doubt read with interest. There are big dividends in shoe trees for the retailer, and a large measure of comfort and satisfaction comes to those who pay proper attention to the care of their shoes. There is no article of wearing apparel which can cause so much irritation and discomfort and none which responds so promptly to correct treatment.

The manifold demands made upon shoes, that they should be comfortable, wear well, be pleasing in appearance, etc., have made it impossible to manufacture shoes success.

fully in a broad sense, from any material other than leather. That "There is nothing like leather" is an adage which is as true to-day as ever, despite the untiring efforts of some of the world's best inventive genius and the most advanced researches in chemistry. It is, therefore, essential that a slight knowledge of leather and its limitations should be obtained if the best results are to be secured from shoes.

Properly tanned leather is composed of innumerable little bundles of fibres so intertwined and so elastic that as the leather bends they play one on the other, the coarser and stronger fibres inside, with the infinitesimally fine and smoothly laid filaments on the surface making possible the beautiful finishes and effects obtained on some leathers.

Acids Eat the Leather

Some acids, notably that contained in perspiration, exert a burning effect upon the leather, causing the little fibres to lose their elasticity so that they no longer play on one another but are fastened to each other so that any bending of the leather rends them apart, and once the union is destroyed it cannot be repaired.

Under normal conditions the elasticity of the little fibres allows leather to stretch, often to a surprising degree, but always with a tendency to return to the first position, strong at first but gradually growing weaker if the strain is long continued at one point. In stretching, the surrounding fibres are drawn toward the point of greatest strain, so, following the long continued stretching of shoes at one point, there is always a corresponding drawing-in at another, giving the shoe a worn and baggy appearance.

With the foregoing in mind, the observance of the following simple rules will enable anybody, not already practising them, to increase to the utmost the amount of comfort and satisfaction it is possible to obtain from the shoes they wear.

Wearing Shoes Alternately

First. If possible always have two pairs of shoes for ordinary use and wear them on alternate days. This will allow shoes, moist with perspiration, to dry out and the disastrous effect of the acid contained in perspiration will be in the greatest measure eliminated. This acid, which in shoes worn every day is constantly at work, will in time destroy both linings and leather. Its presence is also the real cause of many other annoyances and inconveniences.

Second. See that shoes in regular use receive a coat of some good shoe dressing at least twice a week. This will serve to maintain in the leather the amount of lubricant necessary to keep the fibres soft and flexible.

The use of polishes which shine without friction cannot be recommended. They are generally simply varnishes and the adding of one coat to another soon ruins the shoes. The familiar combination of black liquid and wax paste for patent and black leathers gives more satisfactory results than any other treatment. For cleaning colored shoes, nothing can excel the use of good-soap, warm water and a soft scrubbing brush, after which the shoes should be allowed to dry thoroughly; follow with any good liquid dressing with wax paste polish. If the liquid and the paste are allowed to dry before polishing, it will be found that the original color of the leather is more nearly maintained, the tendency of all colored leather being to darken with repeated dressing; and, if friction is applied before the liquid has an opportunity to dry in; the resulting heat tends to keep it near the surface and increases the amount of color at that point.

The Advantage of Shoe Trees

Third. Use properly fitted shoe trees. Have a set for each pair of shoes, and, when you remove your shoes, religiously place the trees in them. If the trees fit properly, the shoes will be simply brought back to their original shape without any stretching or distortion. The little bunches of

fibres which had been stretched or strained come back to their original position as other portions of the shoe resume their normal location so that when you again wear them you will have the comfort of an old shoe with the pleasing appearance of a new one. In almost every community there are those who regularly use shoe trees and who recognize them as a positive necessity in preserving the fit and appearance of shoes as well as a sure means of increasing their comfort.

Evils of Too Loose Fitting

Two-thirds of modern foot troubles are due to the fact that almost everyone—man, woman and child—wears his shoes too loose, remarks one authority. The shoe itself may be correct as to size and shape, but it is not fastened tight at the only point of control, namely, the instep. When you set your foot upon the floor or pavement in the act of walking the shoe adheres, and, if it be loosely fastened over the instep, the foot pushes down into the toe of the shoe. At certain spots on the foot this slipping causes friction. These spots are the soles of the feet; the top, ends and inner sides of the toes; the great and little toe joints, and occasionally even the back of the heels. When the friction thus caused is continued hour after hour and day after day, one or more of these spots is almost sure to become inflamed and sore. A slight thickening, called a "callus," is formed. As the friction and pressure go on the resulting callus may thicken up unevenly; then it is called a "corn."

Has Sold Shoes All Over Canada



The man who first sold the Regal shoe in Canada and who was instrumental in inducing that company to open a factory in the Dominion, is C. S. Corson, who has been identified with the footwear trade for some 16 years. He is a Toronto boy, and traveling, with him, is inherited, for his father, P. R. Corson, has been on the road for thirty-two years and is still one of the most active members of the C. T. A. In 1896, Mr. Corson secured his first position with Garside and White, with whom he spent four years, gaining a thorough office and warehouse experience. In 1900, when the South African war broke out, Mr. Corson enlisted in the 2nd Canadian Mounted Rifles, and spent nearly two years on the veldt. He was one of the 21 men under Captain Bruce Carruthers, who made such a determined stand at Hartz River and was shot four times. He was taken to the hospital at Johannesburg, where he spent over two months. Mr. Corson is very modest and reserved when the South African expedition is mentioned. Very few of his customers know that he did as much fighting in that campaign as a large number of others, who never were in action, have done talking. On his return from South Africa, Mr. Corson spent five years with the J. D. King Co., and alternated between traveling and working in the factory. He has a practical acquaintance with the art of shoe making, and certainly knows what he is talking about. In 1907 he introduced the Regal line into Canada and has traversed the Dominion from Newfoundland and Prince Edward Island, right through to Nanaimo and Victoria. His business showed such a gratifying increase each successive year, that finally he induced Mr. E. J. Bliss, head of the Regal Shoe Co., to establish a Canadian factory in Toronto, which has now been in operation a year and has proved a distinct success. Mr. Corson covers western Ontario and the North-West for the Regal Shoe Co., and is a capable salesman. He knows what the trade wants, and retailers have every confidence in his judgment and integrity. He is also well liked by his fellow travelers.

Forty-Nine Years in the Retail Shoe Business

The Historic Firm of Wilson & Bro.—Senior Partner Recalls Lively Reminiscences of Early Days—Boys Began Their Career Working for Mere Mite and Laboring Far Into the Night

In the shoe trade for nearly half a century is a record that few retailers in Canada can boast of. The SHOE AND LEATHER JOURNAL knows of two or three footwear merchants in Ontario who have crossed the fifty year mark in continuous business life, and are still at it, while there are probably half a dozen others who have been fitting the public for close onto that period.

Next year Wilson & Bro., of Napanee, will celebrate their golden jubilee in the shoe line. The firm, which consist of Uriah Wilson, ex-M.P., and John Wilson, have had



URIAH WILSON



JOHN WILSON

an honorable and commendable career. For miles and miles around the district the Wilson store is known, and the owners are selling shoes unto the third and fourth generation. It was away back in 1853, four years ere the scattered provinces of Canada were welded together in Confederation, and before many of the readers of this paper were born, that three brothers started a small custom shoe shop in Napanee, the historic county town of Lennox and Addington. The firm was S. B. Wilson & Co., and its members were S. B., Uriah, and John Wilson. In 1867 the former retired from the business, which has been carried on ever since under the name of Wilson & Bro. Uriah and John Wilson, who as already mentioned, have been associated with the trade for forty-nine years, are both practical shoemakers, having served a regular apprenticeship. The former served four years and the latter three years. In the early sixties money was not so plentiful as it is to-day.

Worked for \$20 a Year

The yearly salaries that the two boys received, while hammering out sole leather on a lap stone and working with an awl and waxed ends, many a night by candle light, was a very meagre one. Just think of it. The first year each got twenty dollars, the second year thirty dollars, the third forty dollars, and the last year or fourth year sixty dollars or a little over a dollar per week. Board, washing and boots were included in the remuneration.

During the period from 1863 till 1867 no goods other than hand made, save a coarse class of men's wear called penitentiary goods, were sold. The business grew until the firm were employing 10 men to supply their trade till the ready made goods began to be put on sale about 1867. Their custom work continued and they made a specialty of custom made long kip boots, for which they had a large call. Gradually, the ready-made wear displaced the custom made, and although the firm still make boots and shoes to order their whole stock of about \$10,000 is now principally ready made.

By the Light of the Candle

In the early days it was customary for shoemakers to work from early morning till 9 and 10 o'clock at night in the busy seasons. Four men could work by the light of

two candles at night, the candles being placed on a wire stand and the benches grouped around.

At first no machinery was used, and the crimping, sewing, skiving, was all done by hand and all sole leather was hammered out on a lap stone. The men, after the work was cut out, then performed all the other operations till the completed product was turned out.

The custom shops first introduced sewing machines, then crimping machines, skivers, rolling machines and dies followed in order but the firm have always sided up the long boots by hand.

The evolution of the trade has worked such changes that the old custom shop has practically disappeared. Specializing in the boot and shoe industry consequent upon the introduction of machinery for nearly every operation, has caused this result.

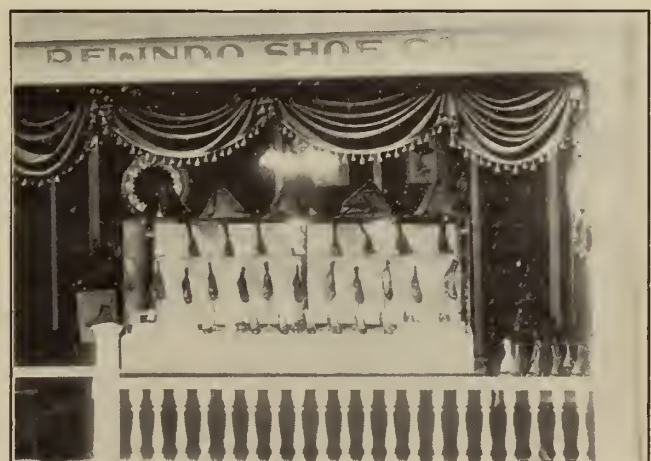
Served the Public Faithfully

Uriah Wilson, the senior member of the firm, was elected to Napanee Council, first in 1875 and was deputy reeve in 1879, and for four years after, during which time he was elected warden of the county for one term. In 1884-5 he served as reeve, and in 1886 was elected mayor.

He then represented Lennox in the House of Commons from 1887 to 1904, save 1891 for one session and, after the redistribution, he represented Lennox and Addington in the Commons from 1904 to 1911, when he retired from public life. He labored in the House principally in connection with immigration matters, upon which he gathered a fund of reliable information which has proved of value and led to the improvement of the law. He is a Methodist, married, and has a family of four sons, the eldest of whom is now associated with the firm.

During the time the senior member of the firm was representing the constituency in parliament, Mr. John Wilson, who is unmarried and an ardent lover of flowers, carefully superintended the business and maintained it on the solid basis that it is at the present time.

Wilson & Bro. vividly recall the days when there were no shoes put up in cartons, when half sizes were unknown, when rubbers were made from one last and long legged boots, the boys and youths sizes possessing copper toes, had a great call.



THE NEAT AND INVITING BOOTH OF THE RELINDO SHOE CO. AT THE RECENT CANADIAN NATIONAL EXHIBITION HELD IN TORONTO

Retailers Talk on Added Cost of Doing Business

How Rent and Help Have Gone Up—Longer Profits, More Efficient Salesmen, and More Frequent Turnovers of Stock Should Compensate the Dealer To-day—Customers are Buying Better Shoes and Will Stand for Higher Figure

"The cost of doing business to-day is the biggest problem in retailing," remarked a leading Ontario shoe dealer this week when discussing how rents and clerk hire had advanced during the past five years. "The wages of salesmen, I think I am safe in saying, have gone up fully fifty per cent. in that time and rents for good central property even more. Of course, the latter may not have advanced in some centres, but in every live, progressive city or town the man whose lease expires, is confronted with a demand for twenty, thirty, forty or even fifty dollars a month more than he has been paying. Fortunate, indeed, is the fellow who has a ten or even a five year lease at a stated figure. He knows where he is at for a while at any rate. I have been reading in your paper about the things that the manufacturers and tanners are up against—conditions over which they have no control, but they are not the only ones."

Add More Cost to Customer

A London retailer says that in view of the ten to fifteen per cent increase in the price of shoes, not to speak of the expense of doing business—and he finds the latter figure in his case is twenty-three per cent.—the only way is to add more cost to the customer. "The people are making more money to-day than ever before and are prepared to pay more for their shoes. The man who bought a shoe for three fifty and four dollars two years ago, now expects to pay five or six and will do it gladly if you can convince him that he is getting the quality. Of course, I am referring to a good class of trade. There will always be cheap Johns both in front and behind the counter—fellows who are willing to sell footwear for nothing and board themselves. I believe that every shoe man should receive a profit of fifty per cent. on the cost price of his goods, or thirty-three and one-third on the selling figure, and that this should apply to all lines. Novelties and freaks should command even more, for the risk is too great and the public must expect to bear the hazard. You get no thanks for working for the public and more of us should be working for our own interests."

Both an Art and Science

Speaking of the help problem the other day, an Ottawa shoe merchant said that real salesmanship was both an art and a science. "If a customer comes in here to buy a pair of four dollar shoes and before he departs the one attending to his needs sells him a pair of six dollar shoes along with shoe trees and a polishing outfit, perhaps an arch support, a bunion protector or heel pads, he demonstrates that he has some creative power within him. A mere taker of an order of "I want a pair of shoes" might be well described as a slot-machine. Real salesmanship encourages making, not taking orders (sales). I have been reading an excellent work here entitled "Talks on Real Salesmanship" and in it are laid down some strong and stirring facts. Three primary essentials are given: know your goods, know yourself, and know your customer. A few of the chief elements or factors in every shoe sale are: quality or durability, style, price, proper fitting, presentation of the goods and efficient service."

Secret Lies in the Turnover

"The best way to meet the situation, in my opinion," says a Portage Avenue dealer, Winnipeg, "is to have the turnover. Some retailers are weighed down with too much stock. I know a dealer in a certain city who carries a twenty thousand dollar stock and he told me confidentially that his turnover last year was only thirty-one thousand. How long can he survive on that plan? I know another

dealer in Alberta who never has more than twelve thousand dollars worth of footwear in his place and yet in 1911 he did a business of nearly forty thousand dollars. He accomplished this by right buying, judicious and truthful advertising, making effective window displays and having neat, trim fixtures. Naturally, he had the shoes and a well equipped selling organization to back up all these adjuncts. In my own case I pay my clerks good money. There is no gain in a poor salesman. If a man knows the stock as he should, can read human nature, has some skill in fitting and knowledge of the best methods, he is worth the money every time. The merit of real salesmanship as contrasted with mere clerkship scores each day in favor of the employee and the employer. The profitableness of good help is obvious to any shoe merchant who rightly grasps the modern conditions of merchandizing. The alert, thoughtful, observant fellow will make sales every time which will slip past the ordinary clerk."

Getting Longer Profits

A retailer in St. John writes: "I believe that the cost of doing business in this city has increased from fifteen to twenty-five per cent in the past five years. Some dealers think that if they pay three twenty-five for a shoe and sell it at four fifty they are doing very well. It should certainly not go out of my store less than five dollars. Generally speaking, I am of the opinion that profits have not adjusted themselves to the increase in the cost of doing business. Some retailers started in right a few years ago, believed in getting a good percentage of profit and are getting it to-day, notwithstanding that all grades of footwear are higher in price. They are in a position to stand much better the recent advances than others who have tried to see how cheaply they can shoe the public. People like to buy in neat, bright shoe shops. They admire the merchant who is prosperous and up-to-date, and yet how can one be so if he does not get a living profit. It is all right to put on a front but there must be something to back it up. I know of no better support than good profits—marketing more goods at a proper figure."

Facing the Rent Problem

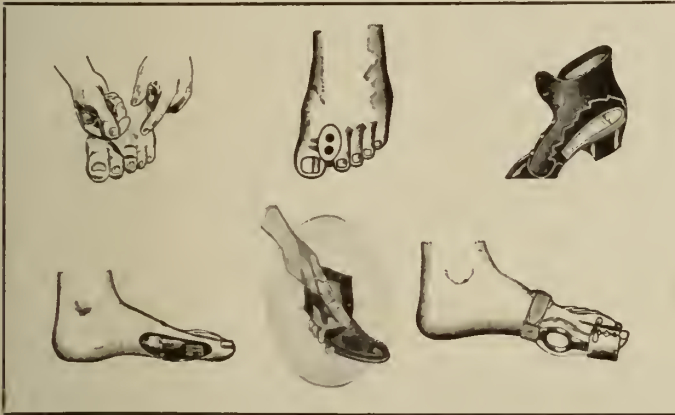
A Hamilton merchant, doing business on King Street says: "Five years ago it was very easy, comparatively speaking, to secure a centrally located store in most of the cities which I have visited and lived in, at about half the figure that you have to pay for the same premises to-day. In addition to augmented rent we must have better fixtures, spend more money on window displays and advertising, and have more efficient service. How is the shoe dealer to be compensated for all this additional expense? He who understands best the value of efficiency against expense has the best chance of succeeding. Customers are spending more money to-day and, with the growth of this and other cities there are more customers with money to spend. The range of shoe prices has gone up, and to-day we have not a cheaper shoe in the store for the ordinary city trade than three dollars. The general run of my patrons pay four, five and six dollars. People are becoming more particular in the matter of foot adornment and durability and are paying stiffer prices. I believe there is as much money in the retail shoe business as ever, but conditions have changed. We need to speed up the sales machinery. Methods that answered very well five years ago, are behind the times now. There are more successes at the present time than ever before in the retail line."

Every Shoe Merchant Should be a Foot Specialist

To-day, Shoe Dealers Know Much More About the Anatomy of the Foot Than They Knew Ten Years Ago—To-morrow, Every Progressive Shoe Merchant will be a Practical Specialist of Every Pedal Ailment

By DR. WM. M. SCHOLL

Recently, an Ontario shoe dealer, who counts forty-one summers at the business, in commenting upon his exceptional success for the first half of this year, told me that he could attribute the great increase in his 1912 sales over 1911, to the fact that last year he began to read a great deal of scientific literature about the anatomy of the human foot. The more he read the more interested and enthusiastic he became, especially in all the scientific remedies and comforting appliances now on the market for the relief of various foot ailments. He said that he began to observe the feet of his customers as a doctor or surgeon would see them. In



a surprisingly short time this merchant found himself able to intelligently explain to many of his customers just why they were afflicted with particular foot ailments and just how these sufferers could find permanent relief.

Willing to Tell Their Troubles

He found that most of his customers were willing to talk with him. Many of them were glad to explain in detail all about their foot troubles. Usually the talks resulted in the sale of one or more scientific foot appliances. Gradually the merchant gained a reputation in his town as the proprietor of a store that sells foot comfort—something that most people are glad to spend out hard-earned money to get. This reputation brought numerous new customers into his store. Most of these new customers also bought their shoes from this Foot Specialist Shoeman. They naturally thought that he knew how to fit shoes correctly, because he had a thorough knowledge of the human foot—and he was able to fit shoes more correctly than the man who does not know human foot anatomy and the cause of the variations from the normal foot. But, of course, the greatest advantage of the special knowledge was the fact that this merchant could prescribe just the right remedies and appliances to correct the various causes of abnormal feet.

Explained the Why

He could explain these causes. Usually the mere explanation was sufficient to make the sale of the right corrective appliance. He did not urge his prospective customers to buy this or that appliance. He explained the why and the wherefore; and usually before he finished telling them that the common bunion, for instance, is caused by subluxation of the joint, where short, pointed or tight shoes crowd the great toe over or under the second toe allowing the joint at the phalanges and metatarsal articulation to protrude and receive the brunt of pressure and friction of

the shoe at that point—that if allowed to keep on growing this would form a dangerous bursa, which often required a surgical operation, etc. This explanation he would illustrate by crossing his fingers, and the bunion sufferer would not let him finish his explanation before assuring him that he wanted to try the “BUNION-RIGHT.” No urging—no exaggerated claims for the remedy—nothing but a brass tacks explanation of THE CAUSE of the ailment.

He said it took him forty years to learn that selling principle. He gives his customers some solid facts, real food for thought—then lets them make up their own minds. He says that when you go at a man and tell him the very first thing, “you ought to have this or that,” the man immediately resents it and assumes the “Missouri” attitude. He says that a statement like this is much more effective.

“Let me tell you something about the cause and cure for bunions.”

He Gives Practical Talk

Then he does tell them and shows them by placing the “BUNION-RIGHT” between his fingers—and then he wraps up the “BUNION-RIGHT” with the shoes: and then—he rings up the extra profit that is giving him the biggest year of his life. I must not forget to tell you that he also wraps with the shoes a little booklet called “Treatment and Care of the Feet,” with the name and address printed on it—then many of his customers come back the next day for other appliances, because most people have a bunion, cramped toes, etc., if not a weakened arch or a flat-foot.

And this reminds me that this merchant counts three out of every five of his customers as good prospects for the sale of arch supports. Once he is given the chance to explain the cause of rheumatic pain in the feet and lower limbs, the customer is sure to walk out wearing a pair of “FOOT-EASER” Arch Supports. He knows that in nearly every case where people complain of tired, aching feet, that the cause is weakened arch, where the muscles and ligaments and tendons that hold the bones of the instep in their natural arched position, and as they always should normally be are strained and stretched from constant standing or walking or from sustaining heavy weight.

Shows Skeleton Foot

First, he shows his arch support prospect a skeleton foot, points out the twenty-six bones and joints, explains how they are all joined together by highly elastic ligaments, sustaining muscles and tendons that extend from the foot and toes back around the heel and up the leg. He explains how the body's weight is conducted to the foot through the tibia and fibula (bones of the lower leg) which articulate on the astragalus (key bone of the arch) at each step. He explains how easy it is to over-work the ligaments that span this instep arch like the bow-string of a bow—how excess strain will cause them to stretch allowing the ASTRAGALUS to rotate, crowding the other bones downward—until flat foot with all its excruciating pain, results. And he is careful to explain that this pain is often mistaken for rheumatism, as it extends up the lower limbs because the muscles and ligaments of the leg are directly connected with the foot ligaments and muscles.

Then he places a “FOOT-EASER” Arch Support under the skeleton foot and shows just how the bones should be supported. He explains that this support should not be rigid, but should have a natural elasticity so that the weakened tendons and muscles may get the slight exercise necessary

to let them regain their normal strength. For, otherwise, without any "play" whatsoever, the muscles and ligaments would soon become atrophied just as the muscles of the hand or arm would become if kept comparatively motionless for a long time. And, as a rule, before he finishes his explanation, without directly suggesting the need of a pair of Arch Supports—his customer suggests that he thinks the "FOOT-EAZER" would be a good thing for him—the customer really sells himself.

How Flat Foot Comes On

If the foot appears to be normal, the old merchant explains how the flat foot condition usually comes on gradually, beginning with occasional aches and pains in the feet. Then especially does he demonstrate the "FOOT-EAZER," which he is sure will give permanent comfort to everybody, whether the instep is raised to normal height or slightly fallen; will prevent flat foot and equally distribute the weight of the body from heel to ball of foot, taking off the extreme pressure on the ball that makes callouses on the sole of the foot. This merchant finds that many people suffer with every symptom of flat-foot, when upon ordinary examination, the appearance of the foot is normal. Yet these people suffer with pains and aches and tiring after short walks, accompanied by a desire to rest the feet by removing the shoes and elevating their feet. But frequently, he finds the more advanced stage of flat foot, manifesting itself by pains in the ankle, knees, and even in the hips, for reasons above explained.

Let me further explain the causes of this prevalent ailment—because being so prevalent, your sale of Arch Supports that are firm yet not heavy or rigid, will be greatly increased if you know all the causes and can explain them somewhat as our Ontario brother told me how he sells by getting down to brass tacks.

Some Contributing Causes

The first cause is shoes of improper shape or size; second, the wrong last or shape for the individual foot; third, fitted short, narrow, or so shaped that all exercise and action of the foot muscles are lost, causing relaxation and wasting and weakening of these muscles. Fourth, shoes that have been worn too long or too large. Fifth, the heels have a very material effect on the muscular control of action, as they are invariably built too high for the patient's peculiarly constructed foot, or for the last on which the shoe is built, causing an unnatural balance and throwing the weight unevenly upon the controlling and supporting muscles.

On the point of heels, I may say that the effect upon the arch of the foot or the foot itself is by no means the only wrong that is being done the human body. The body itself should be carried perfectly erect, so that each bone and articulation commencing with the foot and following up through the spine, at the base of the brain, is articulated in its true and natural position. If the heels are too high and the body is tilted forward, it will have an ill effect upon the internal organs and the nervous system.

Just compare this human body and the internal organs hung to the frame, as the pendulum of a clock. If it is not plumb and true it will not properly do its work. Hence the heel should be broad and not too high, and the equilibrium of the body maintained as when standing in stocking feet. Walking, providing the correct foot-wear is used, is one of the most beneficial healthful exercises. It does not tend to weaken or injure the foot muscles, but, on the contrary, develops and adds greatly to strengthening the weight distributing points.

How People Become Victims

The class of people who do more standing than walking, and wear shoes that compress the forepart of the foot, undoubtedly become victims of flat-foot from the compression and inability to use the muscles which cause the weakness.

Another fact is, people whose feet are encased in shoes not giving sufficient toe room are always endeavoring to favor them, which throws considerable more weight to the side of the foot.

Other causes are weakness or insufficiency of the muscles resulting from illness, or especially following confinement. Not having the foot muscles in use for some time and the general debility resulting from a serious illness, weakens the muscles so that when the body's weight is thrown upon the foot, the arch immediately assumes a flattened position; prolonged standing or constant walking on hardwood floors, stone pavements, sudden change of occupation of a person who is accustomed to a position where the feet are constantly at rest, then suddenly is compelled to do continuous standing or walking; rapid growth in children, where the muscles are not yet developed and bone formation slow; radical increase of weight in adults, growing boys and girls between the ages of nine and fourteen years take on weight so suddenly and with their usual activity frequently break down the muscles or complain of weak ankles. Weakness of ligaments, muscles and bones of a child's limb and foot is frequently present at birth and soon after commencing to stand flat-foot develops.

Brings on Various Disorders

Much space could be consumed in showing that whatever may be the cause of weakened foot or flat-foot, the condition is also responsible for other foot ailments and many ills, aches and pains in the human body. Often the effect of flat-foot has brought on nervous disorder, spinal curvature, knock-knees, pains in the legs, thigh and knee joints, and the most common diagnosis has been rheumatism. Thousands of sufferers, not knowing where the trouble originates, use internal rheumatic cures, liniments, elastic bandages, and even resort to surgical operations for relief. No one thoroughly appreciates what perfect harmony and comfort of the human foot is until incapacitated for walking.

But, back to our Ontario merchant. He told me that forty years ago he awoke one morning to find himself the heir of a "big fortune"—some \$3,500.00—willed to him by a rich uncle. He had been clerking in a grocery store and immediately planned to go into business for himself—but not the grocery business. That was too strenuous. After several weeks of deliberation in which his entire town took part, he decided that he would be a shoe merchant. He told his friends at the time that he would be just as willing to have easy money walk off in shoes as any other way—and he has had a hard struggle. He says it took him just forty years to learn how to make money in the shoe business—and that the real money did not come to him from shoes, but from the sale of Foot Specialties—and that the sale of Foot Specialties did not come to him because he was a smooth salesman so much as because he had the knowledge of a practical foot specialist.

And let me explain that his knowledge did not come to him because he took a special course of training at a medical school, but because he read the manufacturers' practical literature on this subject, then he applied what he read by observation of feet, as already explained. And the result was that this man's business jumped 50% for the first six months of this year (election year) over last year when crop prospects were just about the same. What this merchant has done with his special knowledge of foot ailments, deformities and their remedies, every merchant in the country can do. Many are doing it. An ever increasing number will do it.

Space permitting, I could tell you how many of the highest grade shoe stores are establishing Orthopedic Appliance departments, with a practical Foot Specialist in charge. I could tell you about specific cases where these departments alone earn enough profits to pay nearly all the store expenses, to say nothing of the increased shoe business they attract.

Credit and Price Problems of the Shoe Repair Man

There is no Uniformity of Figure and the Public Gives the Repairer no Thanks—How One Man Left Small Centre Owing to Too Much Kicking—Another Thinks Trade is Being Undermined by Repair Outfit Men

The repair question is an important one, and the men engaged in the business have their own problems to face and overcome, just like the ordinary retailer. The style proposition may not trouble the repair man quite as much, but he has other things. There is the competitor who cuts prices, the customers who want credit, others who would like to have little matters attended to for nothing; and still there is the impatient chap who dumps in a pair of shoes on you, exclaiming breathlessly, "Put new soles on and fix up the heels. I am going across the street to the post office, be sure to have them done when I return."

A Progressive Repair Man

One of the best known repair men in Western Ontario is W. H. Ward, who conducts a first class repair shop at 689 Dundas Street, London. He has been in the business for about thirteen years. Four years ago he started in his present location as shoe repairer and custom shoe maker. Previous to coming to the Forest City he spent about nine years in Granton, carrying a small stock of shoes as well as doing repairing.

In that small centre he had one trouble, and that was the people wanted too much credit. They did not know when it was time to pay up, and some of them, Mr Ward says, belonged to that class known and experienced in all civilized communities—the "never-pays." So he left them for a better thing and came to London. For a year and a half he worked in one of the shoe factories in that city and

then, seeing a good opening for a repair trade and custom work, he made a move, and to-day does a thriving business.

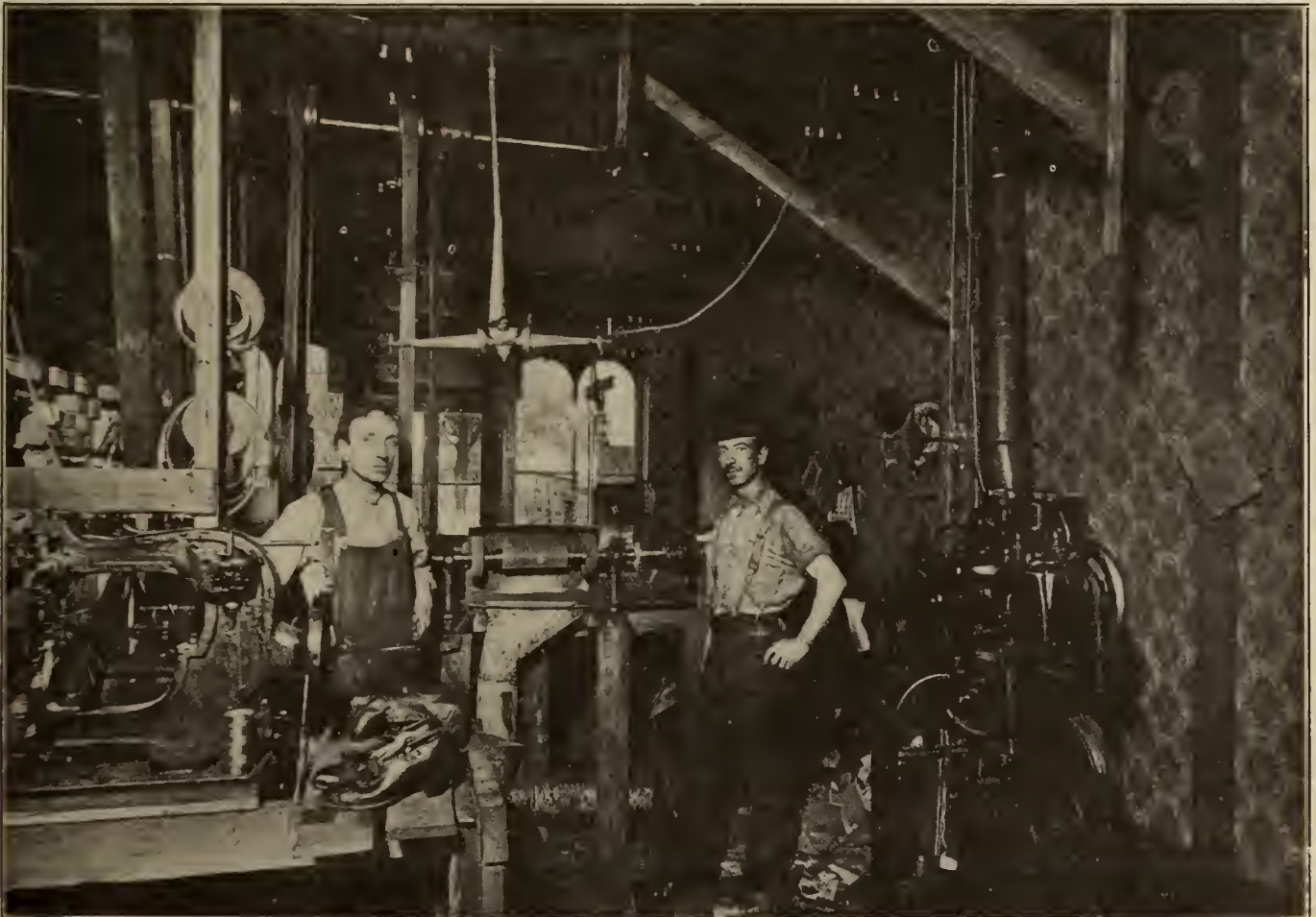
The accompanying illustration gives the reader a very fair idea of the excellent equipment of his establishment. Mr. Ward has thirteen machines altogether. These consist of a Fleming sole stitching machine, a National wax thread machine, a cylinder vamping, 18 x 12 inch machine, an edge trimming machine, a union edge setting machine, buffing, burnishing, skiving, hook and eyeletting machines, a button fastening machine, crimping, turning and patching machines. He has also about thirty sole cutting dies. In the picture Mr. Ward is seen standing on the left, and on the right with cap is Fred Hill, who is employed by Mr. Ward.

The shop makes mostly water-proofed calf boots for police and railway men, which he has been selling for \$4 per pair, but he has recently raised the figure to \$4.50.

Says Prices are Ridiculously Low

Another well known repair man in Ontario is H. Barringer, of Port Rowan, who is a maker and dealer in boots, shoes and harness. He believes that repair men are doing jobs in many parts of the country too cheap, and that a united effort should be made to raise the price to a figure where good bottom stock is employed, and a neat, well turned job given the customer.

"For instance," remarks Mr. Barringer, "I see that some repairers put on nailed soles for thirty cents. They certainly must use the very cheapest cut taps. When a



INTERIOR OF THE BUSY REPAIR SHOP OF W. H. WARD, 689 DUNDAS ST., LONDON, ONT.

man comes into my shop and wants a sole nailed on his shoes, I ask fifty cents for a cheap sole and sixty cents for the best stock. Certain persons do not seem to know, nor do they seem to care, and you cannot make them understand that there is a vast deal of difference in sole leather.

"Take the matter of putting on rubber heels. I know some dealers, who buy a cheap heel and put them on for forty cents and some for thirty cents, and men's too at that. You cannot impress the public that there is any difference in the composition, texture and wearing qualities of rubber heels. They think because these heels are called and feel like rubber that is enough, and that the repair man is only talking up quality to justify a higher price than these same parties have paid elsewhere to have heels put on.

How the Figures Differ

"I suppose there ought to be some difference in price in the larger cities, but I was in Toronto recently and took a walk around to some of the repair shops in your city. I found certain ones putting on sewed soles and heels for one dollar, and others on or about the same street charged one dollar and twenty-five cents. That should not be. There should be more uniformity in price. Because some have rapid repair outfits and can do work very quickly they perhaps think it should be done cheaper. I do not think so. Port Rowan has a population of about 700, and I have eight hundred dollars invested in a repair shop here. I do not lower the price, even though I can do jobs quickly. In the first place the patrons get their work more promptly and a neater, better job. Besides, leather is rising in price all the time. The people are willing, in the great majority of instances to pay for an honest job that is done in a workmanlike manner, when they know that good bottom stock has been used and they can get repairs when promised. Keep faith with the public, and above all, I am in favor of fair living profits."

Upholding Prices in Findings

At the recent gathering of Ontario Shoe Retailers held in Toronto, the subject of selling polishes and arch supports, etc., at a uniform figure was one of the principal topics discussed. Complaints were made that certain producers allowed the trade to cut prices on their goods. The belief was expressed that the manufacturer could and should stop this practice by insisting that all merchants live up to a certain selling price, yielding a reasonable profit. It was pointed out how breakfast foods, razors, fountain pens, etc., were disposed of at the same figure by every dealer, and the makers of arch supports and the manufacturers of polishes could accomplish the same desired end. Here is what an Eastern Canada company producing a certain line of men's furnishings say to the trade handling their brand of goods, "Make your argument on service and quality. Every time you take an order at a loss you take away that much profit from a profitable order. And that's the very point we had in mind two years ago when we instituted our Price Maintenance Agreement among retail merchants. We had seen the evil influence of reckless price-cutting and decided that from that time forward we would sell our goods only to merchants who were willing to make a reasonable profit from the sale of our lines. Here's the result:—After two seasons' trial it is no longer a matter of our travelers having to argue the point of merit, but on the other hand they're asked:—'I hope you are getting that price contract signed again this year. We made a lot of money on your goods last year and want to buy again on the same lay.' It only goes to prove that when you merchants stand together on this point you can get any price you need to show you a fair profit."

Little Use for the P.M. System

Pay Clerks What They Are Worth and the "Spiff" Plan Will Soon Be Dead and Buried—Put Your Help on Its Mettle and Not Commissions

The question of giving P. M.'s is one that calls for thought on the part of practically every shoe dealer. The reason for giving a P. M., of course, is to keep stock from being carried over or staying on the shelf for a period long enough for it to become old and out of style.

That is the only good effect of the P. M. system, but it is sufficient if it produces the result without any of the evil after effects, says a retail clerk in the Shoe Retailer.

The average clerk, in most cases, works for personal gain in preference to the welfare of the firm, especially when the amount of a P. M. is 25 cents or more.

In my estimation, where this one system is used (that of giving P. M.'s on old stock only), it is a source of more loss than gain. Now, considering the system where there is no P. M. given except on shoes selling for \$3.50 and upwards. Here the clerk has no encouragement to sell anything at less than \$3.50 and it acts as a preventative in the case of old stock at any price. I have recently been where I observed this system, and it is not the best in the world to keep good clean stock. When the new fall goods arrived in stock and were placed on sale, every one in the shoe department piled right in to make their P. M.'s on the shoes priced at \$3.50 and up. The consequence was that when the fall stock was half sold there was a supply of shoes half of which were badly broken as to sizes and the other half on the road to become old stock.

If a customer wanted a \$2.50 or \$3.00 shoe, he would get it if he insisted, but the effort was always made to sell him the higher-priced shoes. The system was intended to educate the buying public to the purchase of the better grades of shoes, while the effect on the customer who could not pay more than \$2.50 to \$3.00 was of such a nature, in many cases, as to drive him and his trade elsewhere. The effect in this instance was certainly evil, and was produced by the clerk working for P.M.'s.

The best part of this system to my knowledge is where the P.M. is given on the total amount of business credited to each clerk. Under these conditions, when a clerk gets a \$2.50 or \$3.00 sale, he is much more likely to try to please the customer.

Your recent article on the giving of P. M.'s says, in part: "If there are clerks in the store who allow their desires for personal gain to so far overshadow that of the store, they should be dismissed." I am pretty familiar with the majority of shoe clerks, and I believe them to be of as good material as can be found anywhere, but when you offer a P. M. inducement in any form you are educating them to work for personal gain, and not for the good of the business, and I wager that 75 per cent. of clerks would be looking for new positions if the rule, as suggested, should be enforced.

The fault lies not with the clerks but with the P. M. system. Pay the clerk what he would get in salary and commissions, and put him in the position where he will make good if he is capable. If he is not a capable man, you have no use for him.

I quote again from another article of yours on "Success in Store Management:" "There is nothing to prevent a shoe salesman from getting to the front, provided he has the ability and ambition. The salesman who helps to put a store or department in the front rank is a front ranker himself."

Put that proposition squarely up to your managers who sell, and your clerks, pay them what they are worth, and the P. M. system will be dead and buried, and you will have no old stock on your shelves. Proper management and salesmanship would prevent any such condition.

Some New Features for the Window Trimmer

CONDUCTED BY A. A. DAoust, MONTREAL, QUE.

You have seen a style which you fancy, and which, if suitable, you will probably buy. Even if you do not purchase what a shoeman has displayed in his window the window has done its share. It has stopped you—arrested you—struck you—and brought you into the store. Now it is up to the salesman to do the rest. It is said that goods well displayed are half sold, and there is nothing in the world truer.

Shoemen all know how hard it is to show off shoes unless backgrounds and color schemes are neatly arranged. Every wide-awake retailer appreciates the value of inviting window displays, and should realize that shoes, unlike dry goods, etc., cannot be arranged to give results without some tasty arrangement to properly show them.

In any city or town a visitor may see several nice clean shoe windows, but there is nothing about them which seems to attract sufficient attention. Somehow they all appear alike.

It is not meant by fancy exhibits that several colors should be used, and that the window should be flashy, but a careful study should be made of the best tints to be employed. A man does not have to be an expert window trimmer or anything like that to carry out these different ideas. Just a little goodwill and a determination to do

something different than the ordinary will bring satisfactory results.

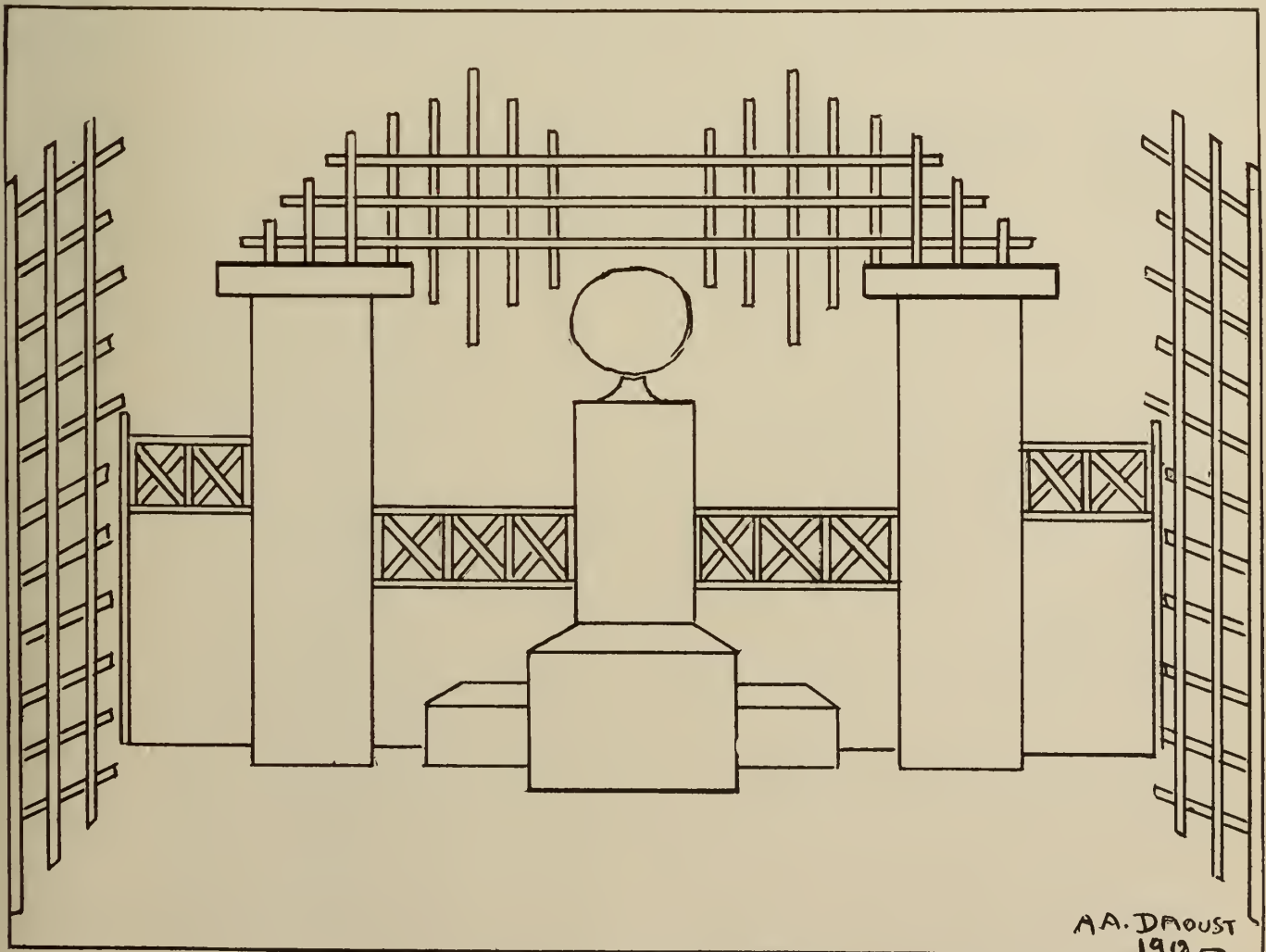
There is nothing like trying. The hardest thing usually is to get your employer sufficiently interested and to gain his confidence, but if you can show him results the rest will follow easily.

A shoeman will spend a lot of money many times in newspaper advertising, but seems to forget his windows. This is one of the greatest mistakes a retailer can make. Although newspaper publicity is necessary, why not try to divide things evenly? Why is it, that large departmental stores would not think of using newspaper space without suitable window trims? It is because they realize the value and importance of good up-to-date show cards and windows. Every alert shoest should spend so much for newspaper advertising, and so much for his windows and show cards, and should see that each gets its fair proportion.

ATTRACTIVE FALL DISPLAY SETTING

This can be made at a small cost with lumber about $\frac{1}{4}$ to $\frac{3}{4}$ of an inch thick, or with shoe cases if necessary.

When the design is completed cover the woodwork



AN ATTRACTIVE FALL DISPLAY SETTING

with felt suitable for fall. Fawn, buff or cinnamon color would be appropriate.

The lattice work at the side and the top can be easily made of $\frac{3}{4}$ inch strips, and gilded. The best gilt or gold powder to use is what you buy at an art dealer's by the ounce. Instead of using banana oil, a special varnish or liquid which is made for that should be used, as it takes better, is much more pleasant to employ, and will never rub off. The lattice effect on top of the fence should also be made of $\frac{3}{4}$ strips and gilded.

When buying gold powder why not ask for the old dull gold which looks rich and different.

Use felt on the bottom exactly the same color as you use on the pillows and other parts of the display.

Fall foliage should be used on the lattice work at either end and also at the top. Any pretty autumn artificial decoration would be suitable.

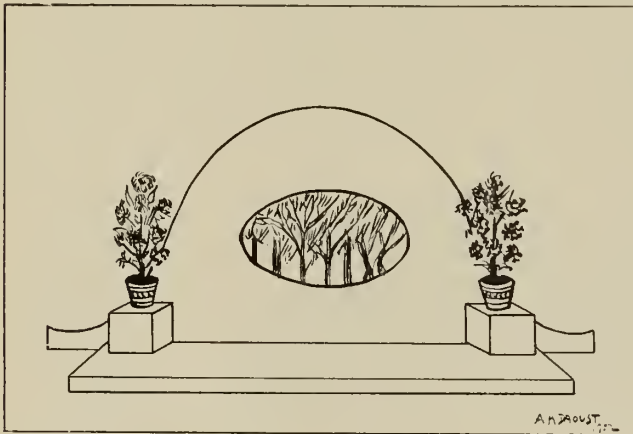
Use a medium size card with lettering and style to harmonize with the rest of the display.

AN AUTUMNAL SETTING

There is a neat, simple and effective setting which speaks for itself and needs little explanation.

Cut the design the size wanted out of any smooth lumber and cover with a shade of felt suitable for autumn.

The trees seen through the opening can be arranged



AN AUTUMNAL SETTING

with branches on which the trimmer can attach leaves colored in autumn tints, giving it a pretty effect.

Another suggestion would be, if the decorator has artificial grapes, to use grapes instead of leaves, and arrange small electric lights inside each bunch of grapes. This arrangement would be exceptionally attractive.

The plants on each side are large chrysanthemums in fancy jardinières, but any tall artificial plant could be employed with good results,

Use a fall card about 22 x 28 in color to harmonize with the surroundings. Small price tickets to correspond with the card would be striking.

As Tough as Sole Leather

A man who was dining in a village hotel gazed at the second course for a moment and then asked the waiter:

"What is this leather stuff?"

"That is a filet of sole, sir," replied the waiter.

"Well, you may take it away," said the diner, after attacking it with his fork, "and see if you can't get me a nice, tender piece of the upper, with the buttons removed."

Stretching Your Capital in Retail

Lots of Dealers in All Lines Would Be Better Off if All Their Stock was Perishable—Then They Would Keep All Their Money Working Instead of Letting It Lie Idle on Their Shelves

By A. M. BURROUGHS

A northern Indiana furnishing goods concern went out of business a few months ago. When the stock was inventoried some caps were found which were made especially for the Grant-Colfar Presidential Campaign, in 1872. Think of that! Stock forty years old. The caps cost about 25c. each, and there were three dozen of them, costing \$9 in all, wholesale.

Charge up a percentage equal to the cost of doing business against that \$9 worth of dead stock for forty years, and see what it cost the merchant to keep it on his shelves.

Ask the banana man, who stands at the corner of Seventh Street and Franklin Avenue, in St. Louis, how much he could make on that \$9 in forty years in his business. Then you will know that it would have profited this clothing concern had it not kept that stock on the shelves—if it had used the capital right.

This banana man buys a cartload of bananas every morning, costing him about \$9, and sells them before night for \$20.

Since he works every day, holidays and Sundays, he turns his capital every day, thirty times a month.

On a capital of \$9 he does a gross business of more than \$5,000 in the nine months he is able to work.

In forty years he could do a gross business of nearly \$300,000 on that little capital, without increasing his capital a single penny over that original \$9.

What would he make if he had \$9,000 capital, and applied the same principles?

Keeping Up a Chain of Stores

Any wonder the chain store fellows can keep buying more stores and undersell the "good-enough-for-me" one-man store?

The owner of a chain of six stores has never put a single dollar of his own money into the last four stores he opened.

When he opened his second store, he began buying in small quantities, stocking up every day, and selling the goods before the bills came due.

In a short time he opened his third store, without putting any of his own money into it. Soon he increased his chain to six stores.

Now he is doing business almost entirely on the other man's capital. He buys in very small quantities and discounts his bills with the proceeds from the sales of the goods.

If the retailer provides himself with accurate and complete detail information about his sales and his stock on hand, he can practically do business entirely on the capital of the houses from which he buys—and make those houses glad to let him do it.

Increased Sales Lower Expenses

Buying in small quantities may make the cost price a little higher, but the increased sales will make the expenses lower and the reduced profits on each sale will rapidly multiply into a bigger dividend at the end of the year.

One per cent. profit 52 or 100 times is better than 10 per cent. 5 or 6 times.

Of course, this is possible only by keeping such close tab on sales and purchases that the merchant can buy in very small quantities.

But isn't it better to stand the expense of adequate records and do a big profitable business on little capital, than to worry along without records and do a small unprofitable business on the most capital you can rake and scrape?—From "A Better Day's Profit," copyrighted by the Burroughs Adding Machine Co.



Using the Air Brush in Store Cards

Many Artistic Effects Produced by Means by It—The Right Kind of Apparatus
—Various Uses of the Air Brush—How to Construct a Stencil—Care
of the Air Brush—Wash Carefully Each Time It is Used

By R. T. D. EDWARDS, The Robert Simpson Co., Toronto

(Copyright by Acton Publishing Company, Limited)

Some really wonderful effects in show cards have been produced in recent years by the use of the air brush. A series of articles on show card writing would not be complete without reference to the air brush and its workings. In this lesson I will endeavor to point out a number of essentials that will be of material assistance to any who are in the elementary stages of this work.

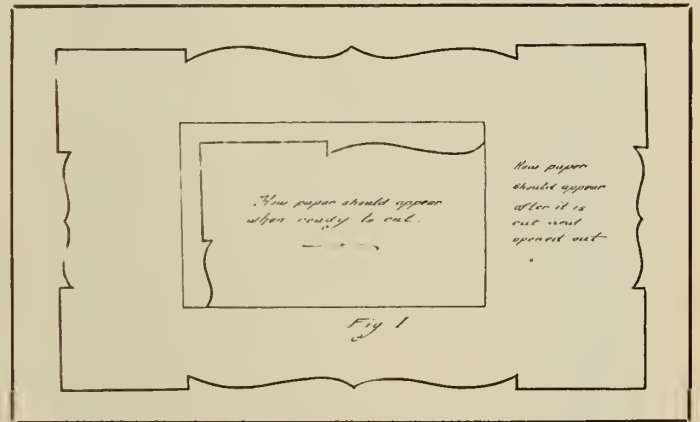
The Air Brush

The first requirement is the air brush itself. Some years ago the use of dry colors rubbed on with batting or chamois was supposed to represent air brush work. It was, however, a poor imitation and the method has been discarded.

There are three or four good air brushes on the market. Some of these are especially constructed for show card work and cost less than a fine brush used for art work.

The matter of securing proper air pressure to operate the brush is important. Several methods are used. One is the use of the hand pump, which is similar in construction to a bicycle pump, only larger. It is connected with a small tank fitted with a gauge that allows the air to be fed evenly into the brush. An improvement on this style is the use of a foot pump. These two methods answer the purpose but make air brushing a laborious task, and do not allow the operator to give close attention to his

work, which condition should be avoided if possible. This can be done provided your appropriation is not too limited. An electric or water motor is often used where air brush work is done extensively, but a gas outfit is very satisfactory and is economical. It consists of a carbonic gas tank, a



reducer and a gauge. See Fig. 2. The reducer and gauge may be purchased separately and will cost about \$11.50. The gas tank is rented at about \$3 per drum, which will last from two to three months for ordinary work.

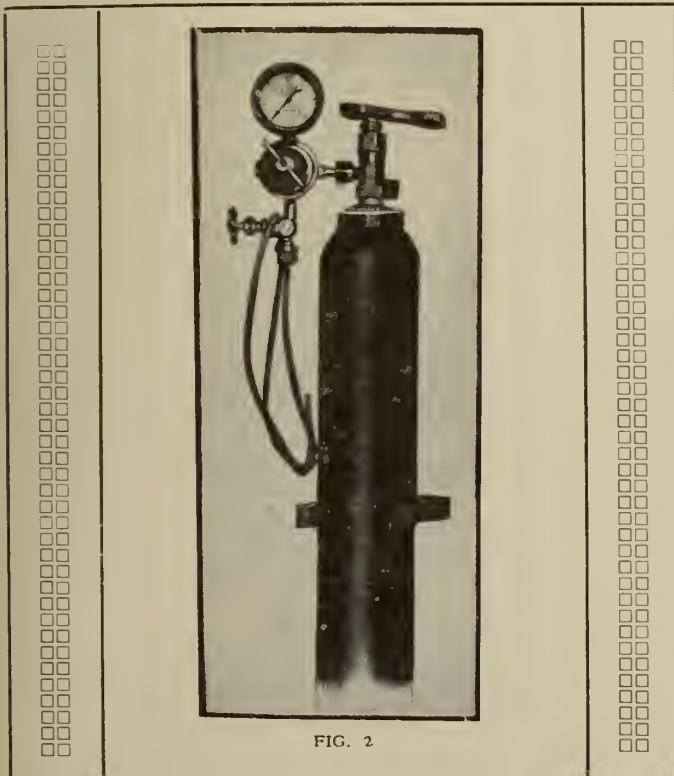
The various uses of the air brush are too numerous to mention here. They range from a simple flat stencil to the massive scroll and elaborate shadow scrip lettering. The beginner is advised to turn his efforts to mastering simple work, after which the more complicated work will come easily as the principle is just the same.

Construction of Stencil

The first step in the construction of a stencil is to secure some very heavy manila paper. Pattern paper is best, the heavier the better. Cut a piece of light weight paper the same size as the finished card is to be. Fold it twice, once crosswise and once lengthwise, thus obtaining a quarter of the size of the entire sheet. On this draw a design as shown in Fig. 1, and while folded cut the four-ply with a pair of sharp scissors. When the paper is opened out you have the complete pattern. Now transfer the design to the manila paper and cut out with a sharp knife. After this has been done give the entire pattern a coat of boiled oil. The operation will keep the stencil from curling when it comes in contact with the ink. Many designs can be made by this process, but it is advisable to keep to simple styles at first. To keep the stencil in place while the air brushing is being done, use small weights or thumb tacks.

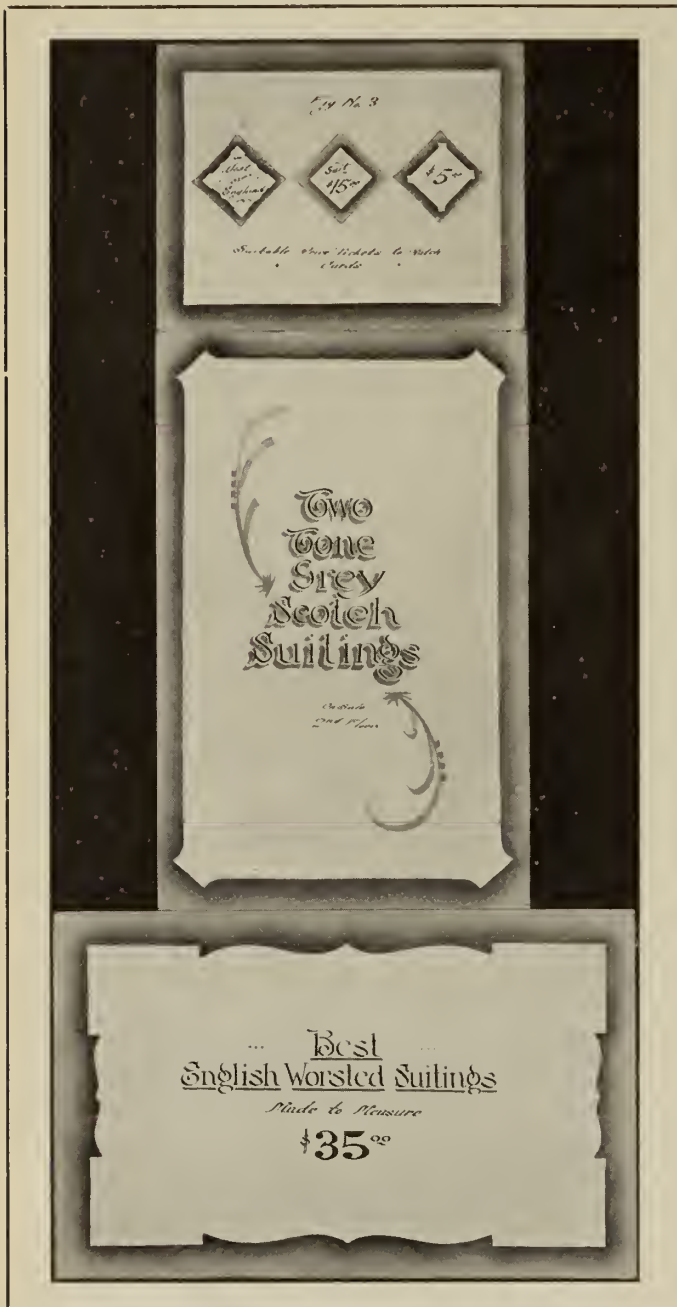
The Care of the Brush

On account of the frail character of the air brush, it must have good care or it will soon be out of order. Use



only water colors and wash the brush carefully after each time it is used.

The proper inks for air brush work can be bought at most art and stationery stores. Do not apply too much



color, and make your pattern as quiet as possible for strong patterns detract from the lettering on the card.

The cards shown herewith illustrate the use of simple but effective stencil designs. Fig. 3 shows small price ticket to match the larger show cards.

How Shoe Repairs Pay

"I fail to see why any one should have the slightest doubt about the repairing department not being both beneficial and profitable, and certainly a well-equipped repair department which can turn out first class work will prove a drawing card and increase business," says Geo. E. Girling, of Edmonton.

"By increased business, I mean this: Fifteen years ago I started an exclusive shoe repair business, and a very large percentage of the public would not patronize me, giving this reason, 'We always take our repairs where we

buy our shoes.' This, in itself, was convincing proof that it is for the retailers' benefit and profit to run a repair department. A few years later I started a retail shoe store, and my repair business commenced to grow right away. Furthermore, I found that the shoeman can command a much better price for his work than the ordinary repairer. This may seem strange, but it's true, and the public will pay a shoe store more for repairs than the repairer receives. Very often a store keeper will carry a much better grade of leather, and have a better class of workmen, and generally he will pay more attention to his customers' needs—these, then, are the reasons why it is that the repair department is a splendid paying proposition for the retailer.

As to the increased cost of material, I do not believe that shoe men need take fright as yet. There is still a splendid margin of profit to be made from repair work. Very often in this respect the users of sole leather stand in their own light by buying too cheap a grade of leather. Either they will not, or do not, understand that the old rule of the best is the cheapest here applies with double force, for the better the leather, the lighter the weight, thus lessening the actual cost.

"Now for the machinery side of the question: By all means, get in modern repair machinery if you possibly can, but if you cannot, continue your repair department anyway. There is still a good margin to be made, even by the old-fashioned hand method. Referring again to increased cost, I am trying to interest repairers here to form an association to establish a staple price list, and it can be done if they show any amount of spirit and determination and lay aside the petty jealousies that sometimes exist amongst business men.

Random Thoughts on Shoes

A calm cussedness is the soul-quality of boots, says a moralizing author.

While they hang in the shop windows they assume an expression of celestial innocence. Butter wouldn't melt in their mouths.

The tongue of a new boot tells you nothing definite, but it gives a hundred wordless promises.

It induces you to believe in the boot; it puts you in the place of charity which "thinketh no evil."

After a month's use of the new footwear you have different opinions for the tongue is wrinkled by a hundred lies, one of the lace-hooks has come off, two eyelets are missing and the leather has a fuzzy appearance.

If you buy calfskin, a corn comes on the northwest angle of your west toe; if you buy glace kid, a passing fly, faring light heartedly over the toe, will kick up as much turf as a bad driver at the sixth tee.

Glace has to do with ice.

They call this kind of leather glace kid because it has a frost.

But you may buy patent leather.

Then, in a brief space the uppers assume the expression of a very old baboon, its face is criss-cross of wrinkles.

But, if boots are so unsatisfactory, says the shoe salesman, you should have boot trees, lace the boots on them every night and polish them in the morning before taking the trees out.

This sounds well, but in practice it savors of coddling.

One does not care to take as much trouble with boots as with a young baby.

Often boots and babies are found in the same house—and then what?

In this connection one cannot forbear mentioning the cruel and unreasonable hatred which the average boot displays toward a baby.

Let the infant once sink into a refreshing sleep, every boot in the House squeaks with fiendish pertinacity.

For this and other reasons boots should be discouraged.

What Shoemen are Doing, Saying and Thinking

Simpson & Vair, shoe dealers, of Calgary, have dissolved partnership.

R. Switzer, shoe dealer, of Hamilton, has assigned to McL. Tew.

The stock of Paul Duval, shoeman, Three Rivers, Que., has been sold.

The assets of Ed. Laforte, shoe dealer, of Quebec, were sold last week.

Jos. Angers, shoe retailer of Quebec, has made an assignment to J. P. E. Gagnon.

W. Lawless, shoe dealer, of Ottawa, recently made an assignment to H. W. Sherwood.

Schell & Riehm, shoe retailers of Listowel, Ont., have dissolved partnership.

The assets of A. Binet & Co., of Quebec, shoe merchants, have been sold.

Morin & McKenzie, shoe retailers of Port Arthur, have been succeeded by Harry Arthurs.

N. Macfarlane of the Macfarlane Shoe Co., Montreal, spent several days in Toronto last week.

The Sterling Rubber Co. of Guelph, with a capital stock of \$40,000, has been granted a charter.

S. Stewart, late of Petrolia, Ont., has opened a neat shoe store at 297 Wallace Avenue., Toronto.

Harry Thompson of the Thompson Shoe Co., Montreal, is on a special trip to the Maritime Provinces.

T. L. Morris, president of Lucy & Co., dealers in shoes and clothing, Fredericton, N.B., passed away last week.

Adams Bros., of Toronto, have sold their retail harness branch, in Saskatoon, Sask., to F. E. Guppy & Co.

George C. Wilson, sales manager for Luc Routhier, shoe manufacturer, Quebec, was in Toronto last week on business.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, was in Toronto last week calling upon the trade.

Harry Braun of Toronto has joined the selling staff of Garside and White, Toronto, and is covering Ontario north and west of Guelph.

W. G. Hardie of Toronto is now covering the Canadian West for Sterling Bros. of London. He is meeting with splendid success in his trip.

D. D. Hawthorne of Toronto, who underwent an operation for appendicitis a few weeks ago, is making very good progress, although still quite weak.

G. J. Scott, of Toronto, representing the A. P. Cimon Shoe Manufacturing Co., Montreal, and other companies, is now on a tour through the West.

The firm name of Trethewey, Karn & Co., wholesale shoes, London, has been changed to the Karn Shoe Co. Mr. Trethewey retired from the firm some time ago.

The steel work on the new store of the T. W. Robinson Co., Limited, departmental store merchants, Moose Jaw, has started. Rapid progress is being made on the structure.

W. K. Leggatt, who has been in the employ of E. H. Gullede, Oakville, Ont., has purchased the harness business of J. F. Humphrey, who will devote all his attention to boots and shoes.

W. S. Pettes has returned to Montreal from a three weeks' trip in Western Ontario in the interests of the Thompson Shoe Co. J. E. Deslaurier has been down in Quebec for the Thompson Shoe Co., Montreal.

Andrew Smith, who for seventy years was a resident of Toronto, died last week. For forty-five years he carried on business on Queen St., as harnessmaker, retiring eight

years ago owing to ill-health. He is survived by a widow and three daughters.

J. P. Buchanan, representing the Sardon Shoe Co., Montreal, and James T. Sutherland, representing the Cook-Fitzgerald Co. of London, are among the shoe travelers who have been visiting Toronto this week and report good business all along the line.

L. S. McKindsey and W. H. Jardine, representing the W. B. Hamilton Shoe Co., Toronto, left recently for the prairie provinces with a full line of spring samples. The former is covering Alberta and part of Saskatchewan, and the latter the remainder of Saskatchewan and Manitoba.

Among the shoe travelers calling upon the Toronto trade during the past few days with full ranges of spring samples were J. G. Settle, representing the Hartt Boot and Shoe Co., of Fredericton, N.B.; Frank Power, of the Rideau Shoe Co., Montreal; John Dunbar, of the Slater Shoe Co., Montreal.

Horace Parsons, late of New York, has joined the selling staff of the Nugget Polish Co., Toronto. T. W. Hart returned from the east, where he was in charge of the Nugget booths at the exhibitions in Halifax and St. John. The Nugget Company are removing from 67 Adelaide St. East, Toronto, to their large new warehouse, 6-8 Davenport Road.

Charles Blachford of the firm of H. and C. Blachford, Toronto, who has been forty-eight years in the shoe business, and has never known any serious illness in that long period, was seized with a paralytic stroke a few days ago while in the store, and has been confined to his home. Mr. Blachford's many friends will be pleased to learn that he is rapidly recovering and expects to be down to business again in a short time.

Hardie and Moore of Toronto have been appointed selling agents for Canada for the Genesee Baby Shoe Co. of Rochester, manufacturers of infants' soft soles and moc-casins. Sides of the shoe uppers, numbering some hundred and fifty varieties in all, are attractively displayed on white silk banners, which is a decidedly unique way of showing samples. The range embraces leather, velvet, silk, white duck and white pique in various inviting patterns with quilted, fur trimmed and other fancy tops and combinations.

The Owl Shoe Store, Yonge Street, Toronto, of which Ed. Cook is the proprietor, has been undergoing extensive changes. A new front has been placed in position, which is one of the most artistic and elaborate of any in Canada. The entrance is tiled and the door is now in the centre with windows on either side. These are equipped with double floors and shoes can be shown to decided advantage. Inside the single carton style of shelving has been extended to the ceiling and a bicycle ladder system installed. The uniform cartons, formerly of a plaid pattern, have been changed to a light grey. Other improvements have been carried out, which makes the Owl store one of the brightest and most inviting of boot shops.

A. R. Trudeau, who some time ago was appointed manager of the Brockton Shoe Store of Toronto, also supervises the Ontario business of A. Corbeil of Montreal and has opened sample rooms at 313, St. James Chambers, corner of Adelaide and Church Sts., Toronto. At the recent gathering of Ontario retailers in Toronto Mr. Trudeau was elected second vice-president of that body. He is an enthusiastic shoeman and has three men on his staff. They are Eugene Sidley, who covers Eastern Ontario, J. S. Lovell, who looks after Western and Northern Ontario, and William Parker, who does the selling in Toronto city. Mr. Sidley is a clever hockey player and was a member of the Toronto Canoe Club hockey aggregation last year, winners of the Junior O.H.A. championship.

The Shoeman with Small Capital

(Continued from page 42)

is that he shall pay cash for at least 50% of the goods purchased. The balance can generally be arranged within a reasonable time, satisfactory to the merchant and wholesaler or manufacturer.

As \$1,000 goes such a short way in buying a representative stock of leather and rubber shoes after fixtures, etc., are provided for, it is generally a case of personality, when a man gets a very good line of credit if he has very little money to pay down.

Instances have occurred where a man has started in business with even less than \$1,000 and made a big success of it, but of course there is the other side to the story.

One wholesaler tells of a man starting in a fair sized city with \$1,000 capital, and securing \$4,000 stock from manufacturers and wholesalers largely on his appearance, tact and assurance. This man might stand a fair chance to pull through, but his expenses are too high. For instance, he is paying himself a salary of \$1,500, and at the rate of present expense he would have to do \$30,000 business in a year, which would mean turning his stock five or six times. This is too much to expect.

On the other hand, the story is told of a man in a fair sized Manitoba town, who started with the small sum of \$300. A manufacturer, on the recommendation of his traveler, let this man have \$500 worth of goods with practically not a cent down. This was seven years ago, and to-day this man is buying over \$4,000 worth of shoes each season from the manufacturer in question, and is paying cash for them.

Too Much Competition

A Quebec shoe manufacturer asked about starting men in business with a small amount of money, said he was not so willing just now to take a chance. Business is so good that he only wants to sell "gilt-edged" accounts. He feels that long dating works against good merchants, and that shorter terms are inevitable. In most old towns there are too many exclusive shoe stores or general stores handling boots as a side line. In one Western Ontario town of nine thousand there are no less than twelve business men carrying shoes. This manufacturer believes that there were not many men with sufficient courage to go through the inevitable worries attendant upon small capital, yet he admits the small fellow has a good chance to-day as ever if he knows his business and will work and sacrifice himself. This man referred to a recent article in the Saturday Evening Post about a man who failed with capital and succeeded without. In the latter case his expenses were in keeping with returns. He cited a similar instance in a Nova Scotia town.

Retailers Talk of In-stock Department

Believe that in Staple Lines All Manufacturers Should Be Equipped with Such a Branch—It Would Obviate Many Delays, Prevent Losses and Enable the Dealer to Turn Over His Goods More Rapidly.

In the last issue of the SHOE AND LEATHER JOURNAL space was devoted to the consideration of the manufacturer's side of the "In Stock" problem. In this issue, some of the ideas of representative retailers are given showing that there are always two angles from which to view the same subject.

One retailer to whom this subject was broached stated that in his opinion every manufacturer should have some sort of an "In Stock" department, at least for some of the more staple lines. He instanced in support of his contention the trouble he had had during the past summer in sorting from two to three of the manufacturers from whom con-

siderable of his early stock was bought. Some of these lines proved to be good sellers, and he considered it a hardship to have to wait for six weeks to three months before the stock could be renewed. If these manufacturers had provided an "In Stock" department he would have been able, under ordinary circumstances, to secure the wanted lines almost by return. As it was he got them too late to be of any service for that season. Furthermore, he stated that an evidence that retailers were gradually waking up on this question was to be found in the fact that more and more manufacturers every year were installing these "In Stock" departments, and he said that at least in certain staple lines, the retailer should be able to get quicker attention than he usually does from the average manufacturer.

Protection from Shortage

Another retailer pointed out that being compelled to protect himself from shortage in many lines the retailer often had to stow away a great deal of capital in staple lines, some of which, in spite of his best efforts, frequently remained on his shelves till the next season unless disposed of at a decided sacrifice.

He furthermore stated that if he did not have to tie up so much capital in this way, his orders from the manufacturer during the season would quite often be larger than they were, because he would be putting money in other quick-selling lines and turning over his stock faster, all of which would mean more business for the manufacturer, whereas an over-supply in one line meant capital tied up until that line could be disposed of.

Another feature brought out in the course of the investigation was that if the retailer could order lighter, knowing that he would be protected in his demands later on by an "In Stock" department, he would seldom indulge in cancellations as he sometimes does at present through fear of an overload on his shelves at the end of the season. This man stated that, of course, he knew that the manufacturer could not afford to tie up too much capital in "In Stock" department as it was always more or less of a gamble what to stock, but for all that he did not see why the retailer should have to stand all the gaff as he does at present.

Reconcile the Conflicting Views

It will thus be seen that there are a good many ways of looking at this question, and none of them are necessarily wrong. What is wanted is to reconcile the conflicting views as far as possible, and it is only by co-operation that this can be attained. It is a case of give and take. If the manufacturer will stock some of his staple lines, the retailer will not expect him to stock lines of a more or less freak nature that may be in and out in one season. More discussion of this matter will be inserted in a later issue.

He Covers the Eastern Ground



J. D. Campbell, the energetic representative of Kingsbury Footwear Co in the Maritime Provinces, whose photograph is reproduced here, is a general favorite with the trade. He knows the shoe business from the ground up and has had an extensive experience at the selling game. For a long time with J. D. King & Co., Toronto, he finally entered the employ of the Kingsbury Co. over six years ago, and ever since has covered the Maritime Provinces, with credit to himself and profit to his firm. He is known not only by all the retailers in his territory, but to many knights of the grip as well. He is an energetic sales man and there is always one thing that makes him smile—big orders.

In and Out Among the Busy Shoe Factories

L. Mallette, late superintendent of the McKellar Shoe Co., Berlin, has gone to Montreal.

J. B. Martin of Valentine and Martin, Waterloo, Ont., was in Toronto last week on business.

Walter Smardon of the Smardon Shoe Co., Montreal, was in Boston recently on a business trip.

T. Sisman, of the T. Sisman Shoe Co., of Aurora, Ont., is on a business trip to the Pacific Coast.

F. A. Lovell, superintendent of the Cook Fitzgerald Co., London, was in Toronto this week on business.

J. A. Hammill of the Ames-Holden-McCready sales force, Montreal, has returned from a trip to Europe.

Alex. Wiggins has taken charge of the treeing and finishing rooms of the Rideau Shoe Company at Maisonneuve.

Fred O. Porter, late of the Rideau Shoe Co., has accepted a position with the United Shoe Machinery Company, Montreal.

E. J. Getty, late of the firm of Getty and Scott, Galt, Ontario, has been on an extended trip throughout the Canadian West.

Alfred Minister, of the Minister, Myles Shoe Co., Toronto, has returned from a five weeks' holiday trip to the Old Country.

Henry Hatch, who was formerly with Ames-Holden-McCready, Limited, Montreal, has taken a position as superintendent of the Tetrault Shoe Mfg. Co.

George Wilson, who has been in charge of the findings department of Getty and Scott of Galt, has taken a similar position with the Murray Shoe Co., of London.

Ed. Fogerty, Canadian manager for K. J. Quinn & Co., Montreal, has resigned. He is at present visiting his home in Weymouth, Mass. He has been succeeded by J. Foley.

The Berlin Felt Boot Co., of Berlin, have recently installed several Miller twin treeing outfits and tree feet. The Kimmel Felt Co., of Berlin, have also added several treeing outfits.

The Canadian Rubber Company, of Montreal, have decided to issue \$2,000,000 of new stock early in the new year. The money will be used for needed extension to the company's plant.

W. M. Adams of the Adams Shoe Co., Toronto, leaves this week on a business trip to Winnipeg. The firm has recently increased the output of their factory and report a big demand for ankle strap pumps in tan and patent, as well as lively business in button boots.

The Breithaupt Leather Company of Berlin are adding to the manufacturing facilities of their sole leather tannery by the erection of a new rolling loft, two storeys high and 45 x 96 feet in dimensions, and a new scrub house also two storeys in height and 34 x 60 feet in breadth and depth.

All the shoe factories have practically completed their fall runs, and a number are now engaged in stocktaking or overhauling their plants, previous to starting in on the spring run. Orders are reported to be coming in very satisfactorily. A busy season is expected, and the trade appears pleased with the outlook.

Kirvan-Doig, Limited, have moved into their commodious and well-equipped new factory in Maisonneuve. The new home of the "Goodsense" shoe is three storeys high and every department is admirably arranged. The sanitary and well-lighted factory is a credit to the enterprise and development of the firm.

The Powell River Pulp and Lumber Co., has branched out into a somewhat new line for British Columbia. They are stripping the bark from the hemlock logs they use in

their pulp factory, and have now on hand some four or five thousand cords of bark, which they intend either to export or to establish a plant for the manufacture of tanning extract.

The directors of Ames-Holden-McCready, Limited, held a meeting in Montreal last week. Satisfactory reports as to the progress were considered. The important announcement was made that the company is now turning out slightly over 8,000 pairs of shoes a day with every prospect of this number being greatly increased in the near future. The business of the company is reported as showing a large advance over last year, and it is understood that the directors are planning to double the present output of the plants within the next year.

William Ambrose Quinn, for many years a salesman and manufacturer of shoe dressings, died at his home, 2200 Massachusetts Ave., Cambridge, recently, after a short illness. Mr. Quinn was born 70 years ago in the old Fort Hill district, of Boston, and received his education in the Fort Hill school, leaving it to engage in the shoe and leather business with his father. While traveling as representative of a shoe store supply house, he started manufacturing shoe dressings in a small way at his home, and thus started the business of K. J. Quinn & Co., manufacturers of shoe dressings in Boston. He is survived by his widow and several children.

N. M. Ruthstein, the inventor and manufacturer of the famous steel shoe for working men, has erected a fine plant in Racine, Wis., to take care of his increased American business. The demand for steel shoes has become so great that it has materially advanced the business over 500 per cent. this fall. This has been done by the good work of satisfied customers recommending to others the advisability of wearing steel shoes as their working shoes. Negotiations are now under way by Mr. Ruthstein for the erection of a factory in Windsor, Ont., in the near future, in order to cater to the growing demand for the Ruthstein steel shoe in the Dominion.

E. W. O'Dell has just completed a trip through the Maritime Provinces in the interests of the Boot and Shoe Workers' International Union, of which he is Canadian organizer. He reports most encouragingly of conditions in each of the provinces, and while there has been quite an influx of new members to the union, he looks for still more in the near future. At present he reports St. John shoe workers are making pleasing progress with a union of nearly 100 members, and that the workers in Amherst have greatly increased their roll. Mr. O'Dell also says that the workers in Fredericton have secured a scale of wages which has been adjusted satisfactorily.

The management of the Canadian Consolidated Felt Company have announced that preparations are under consideration for the enlarging of the capacity of the output, as the business on the books is, this year, at least 50 per cent. greater than it was last year, and the earning powers of the company have been increased even more substantially owing to the growing demand for their goods. Mr. McGibbon, the president of the company, declares that the earnings for 1912 are double those of other years, and admitted that the company was showing at least 6 per cent. earned upon the common stock. The president stated that the directors were considering an advance in the common stock, but nothing has yet been decided. The success of the plant is beyond expectations, and the demand for the product is growing rapidly beyond the present capacity.

Final arrangements were made last week for the opening in London of a shoe factory which will manufacture women's shoes exclusively. The shoes are all flexible and

have a patent cut to them to conform with the shape of the foot. Samples have already been manufactured and travelers have been on the road for several weeks, large orders being placed. The factory will employ 50 hands immediately and 100 later on. It is called the C. N. W. Shoe Company, and the company is composed of three local men, Mr. G. H. Nichols, Mr. E. W. Cummings and Mr. W. E. Wilson. Asked if the factory would start at once, Mr. E. Nelles of London Board of Trade, which was instrumental in securing the industry, said that it would. The company will ask a loan of \$20,000 from the city for 15 years, according to Industrial Commissioner Henderson. The pay roll will start at \$2,400 a month. The exact location has not been secured, although several are being considered.

New Industry Has Grievance

A despatch from Edmonton says: Claiming that they had been assured by the mayor that water and sewer and light and power would be extended to their industry, N. L. Macdonald, industrial and financial broker, appeared before the city council in behalf of the Edmonton Leather and Shoe Co., stating that the company now has its buildings erected, will be ready to operate the industry very shortly, is ready to open tenders for machinery for a tannery plant to be operated in connection with the shoe industry, and finds that the city has decreed that water and sewer and light will not be extended. He stated that the mayor came all the way to Calgary, bringing with him maps upon which sections of land were marked, and told them that if they would locate upon any of the sections utilities would be extended in May. The chief executive of the city gave them assurance that utilities would be extended. He stated that the industry would employ approximately seventy-five men, and that this winter from twenty-five to forty would be employed at the factory.

New Tannery for Fredericton

The Fredericton, N.B., Mail says there is a movement on foot to further augment Fredericton's factory district near the C.P.R. station. The industry which it is proposed to establish is a tannery for the manufacture of leather of the highest grade. In past years Fredericton had several tanneries which turned out leather of various grades and afforded steady employment for a large number of men. The development of the tanning industry in other parts of Canada and the tendency toward consolidation gradually forced the smaller local industries out of the field. It is thought, however, that there are now signs of change in conditions which would very much favor the re-establishment of a tannery in Fredericton. The project has been talked over and it is probable that with the completion of the two new factory buildings now under construction near the I.C.R. station that it will take definite shape. The proposal is to use a site to the east of that on which the Palmer-McLellan factory is being built. The tannery if present plans are carried out, would be fully equipped with modern machinery and would be as large as the Palmer-McLellan building, now nearing completion.

Skilled in the Shoe-Making Art



One of the most widely known and thoroughly experienced men in the shoe-making trade in Canada is George Fex, manager of the Louis Gauthier Co., Limited, Quebec. At the age of fourteen years he started to learn the business of custom shoemaking. After serving three years he came to Toronto, and, for a number of years, was under the instruction of Mr. Curry with the firm of King and Brown. He began in the cutting-room and went through every department of the factory, learning to work all kinds of machines. Afterwards, Mr. Fex went to San Francisco, where he had charge of a factory for five years. He then came back to the Dominion, but returned shortly after to California, where he was manager of another factory for nine years. He next embarked in the manufacturing and jobbing as well as the retail line. He

has spent some forty years experimenting and following up the shoe trade, and his career has been a most successful one. He sees in the industry a great future and has witnessed its development in Canada until it stands well to the forefront as one of the leading activities in the industrial line of this country.

A Live Western Representative



T. R. Trudeau, who covers that portion of Canada west of Fort William for A. Corbeil of Montreal, has been connected with the firm five years, and is one of the most successful men on the road. Previous to taking a traveling position, Mr. Trudeau was in the retail line several years in Montreal, working for the Boston Shoe store. He was born in Manchester, N.Y., being a son of O. G. Trudeau, who, at one time, conducted the Slater Shoe stores in Montreal, but retired some years ago. It was in the store of his father that the young man gained his first insight in the footwear line. "Tom," as he is familiarly known, is fond of athletics, and is a pretty fair amateur boxer and wrestler. He is an admirer of all outdoor sports. His brother, A. R. Trudeau, is now a resident of Toronto, and sales manager for Mr. Corbeil in the province of Ontario.

Trade Active With Jobbers

Jobbers all report activity in their line, and the business this fall has been remarkably brisk. Sorting orders have been received in large number owing to the rapid demand for fall shoes, due to the recent cold snap and the heavy rains. Large quantities of fall goods are still going out and orders for spring and summer samples are being booked freely. The higher prices asked for all kinds of footwear have not resulted in any diminution of business and retailers recognize that the advance has come to stay, at least until such times as some relief in the hide and leather market is ushered in. At present, some jobbers complain they cannot get goods fast enough from the factories to meet their orders. This is particularly true of staple lines. Tans for fall are selling well and gunmetal retains its popularity. In some centres there is reported an increasing demand for patent leather. Shoes carrying a medium high toe and a moderate heel appear to have the largest call. Buttons are still the big sellers in women's, while a strong effort is being made in some of the cities to have bals supersede bluchers. That shiny leathers are also gradually returning to favor is attested by the larger number that are being shown in spring and summer samples.

Sole Leather Takes Another Leap

There has been another advance in the price of sole leather, bottom stock going up a cent during the past few days. This is the second raise in the last few weeks, and it would not be surprising if another advance took place at an early date. A leading tanner of sole leather stated this week that his was now paying as high as thirty cents for South American dry hides, which is a record price, and that the figure of leather has not reached the price of hides per pound. Shoe manufacturers now have to pay 28 to 29 cents per pound for Spanish No. 1 sides, 27 for No. 2 and 25 for No. 3. No. 1 bends are 40 cents, backs 36 and crops 34. For No. 1 oak sides manufacturers now have to pay 34 cents per pound, 32 for No. 2 and 30 for No. 3. No. 1 oak bends are 45 cents, backs 41 and crops 38. The tanner stated that his firm was supplying to manufacturers about an equal amount of Spanish and oak sides. The increase in prices during the past few months has been four cents per pound, and when it is considered, that, roughly speaking, four pounds of sole stock go into the inner, slip and outsoles and heel lifts of a heavy pair of shoes, and about two pounds in finer goods, little wonder shoe manufacturers have now to get more money for their product. This reference has nothing to do with upper stock, which has also gone up in price very much during the past year owing to the scarcity of skins.

Fine New Wholesale Building

The fact that general trading conditions in boots and shoes is in a prosperous state through New Brunswick and the Maritime Provinces, is evidenced to a great extent in the new building now being rushed to completion by the Ames-Holden-McCreedy, Limited, at the corner of Duke and Canterbury Sts., St. John. The firm have found their present quarters inadequate to cope with the present promising trade, and in anticipation of even greater results in the future, have in the course of construction, this new building which will be, when completed, one of finest offices and warehouses in Eastern Canada. The building is now ready to take the roof. It is a handsome structure of six storeys brick with stone trimmings, stands 70 feet high, is 100 feet by 50 feet in length, and is provided with an elevator and other modern conveniences.

A Leaflet That Tells a Story

Walter Burnill, who, along with his shoe store at 75 Queen Street East, Toronto, conducts the largest repair business in Canada, has just issued a very neatly illustrated and instructive leaflet, which is quite out of the ordinary. Three photographs of the foot taken by the X-rays show the position of the toes. The first one affords an idea of how closely the toes are cramped in some so-called commonsense shoes. The second picture is that of the naked foot with the full weight on the ball and showing the natural toe position. The third reveals the natural bed in which the toes rest in one of the rational shoes which are sold by Mr. Burnill. The leaflet is headed, "Be good to your feet," and contains the announcement that the three illustrations are not drawings, but are exact reproductions of the X-ray photographs and are absolutely true. Mr. Burnill contends that his rational shoes and lasts allow the foot and toes to rest in a normal position, and the boot, without being sloppy, affords the foot free play and makes corns or bunions impossible. The leaflet is another illustration of the unique and educative advertising which is carried on by Mr. Burnill.

Having a Confidence in Your Goods

"I believe in solid leather goods every time," remarked a leading Eastern retailer the other day. "I willingly pay the difference from ten to twenty-five cents per pair every time to be assured of a solid shoe throughout, and it pays me as I then have something which I can conscientiously recommend. While there are always a number of people looking for shoes at a price, still I find that you can convince the great majority of them that it is profitable in the long run to go a little higher and escape the smell, torture and ailments which union counters, felt box toes and composition innersoles often cause through the perspiration and heat of the foot, and the fact that such shoes soon get out of shape and cause all kinds of foot ills. Explain to your customers that solid leather shoes will stand the wet, retain their shape, can be rebottomed several times, and always will look well, not to speak of the comfort and durability of them. I admit that I handle some "shoddy" lines. I would be a fool to deny it, but I am ashamed to sell such a shoe. I want something that I can stand at the back of, stake my reputation on, something that will cause the customer to come to my shop again and not suddenly leave me. I know that certain shoes look fully as well as those that are solid throughout, but a little educative talk on right lines will soon convince eight people out of ten that it pays in the long run to take the better article."

Some Choice Spring Offerings

The John McPherson Co. of Hamilton, who are represented in Toronto by George E. Boulter, have some catchy new styles for spring. In men's, several new lasts have been added. The "Strand" is decidedly English with broad shank, low heel and flat receding toe, while another last, the "Yale," has a semi-receding toe. The "Cadet" possesses a rather narrow, semi-high toe. The range embraces a number of buttons, some with cloth tops. There is a fair sprinkling of bals. Several samples in the men's line have extension edges and simulated rope stitching, while others have close trimmed edges and low heels. A very wide selection of hockey boots is also shown. In women's,

a line of pumps on the "Rugby" last are very smart and dressy, coming in patent, tan, white buck and gunmetal. Some have colonial fronts, others carry one and two straps, while the ornaments are gold, silver and steel buckles, some leather and ribbon filled. In five-button oxfords with a receding toe there is an excellent showing, and all the leading leathers are shown. Four new lasts for women have been added for next season, embracing the stub toe, the receding and the semi-receding. A number of oxfords have fabric tops of different colors. In high-cut buttons there are some carrying twenty buttons. A tan button with white buck top and a patent leather with white buck top and semi-recede toes, are decidedly pleasing.

An Enterprising Young Shoeman



Guillaume Courtois, who has been in the shoe line for fifteen years, is a young man who has met with success in the business. He is a diligent reader of many trade journals, and believes that much information and inspiration can be drawn from their pages. He was educated at Three Rivers, Quebec, and also attended the Montreal Business College. For twelve years he was in the employ of L. Dassylva up to the time of the great fire in 1908, which swept away the entire commercial portion of the town. For the last three years he has been the efficient manager of the store of A. Corbeil in Three Rivers. He does not believe that a young man gains much by frequently changing his position, and thinks that steadfastness of purpose and application are desirable attributes in the shoe line, Courtesy, fair and honorable dealing, and a desire to make himself generally useful are characteristics, which Mr. Courtois possesses. He has very many friends among the trade.

NEWS NOTES FROM QUEBEC

J. H. Larochelle of J. H. Larochelle & Fils, is in Montreal on a business trip.

R. W. Milzner, manager of the Cotton Threads, Limited, Montreal, was in the city recently on a business trip.

T. Duchaine, formerly boot and shoe manufacturer, has opened a wholesale shoe store at the corner of St. Roch and St. Joseph Sts.

J. Gauthier, son of the late L. Gauthier, left for the United States to learn making patterns. He will be away five or six months.

J. H. Begin, wholesale boots and shoes, is erecting a five-storey fireproof building on Crown St. The cost of the building will be \$50,000.

E. A. Jones of E. A. Jones Co., Brockton, Mass., manufacturers of blacking and dressing, was in town this week and left for home with a good quantity of orders.

Jos. Poirier, formerly shoe manufacturer of Quebec, died recently, in his 72nd year. He was the father of H. G. Poirier of the Poirier Shoe Co. The funeral took place last Tuesday.

L. Morency, paper box manufacturer, is erecting a new building on St. Mathias St. The dimensions are 150 feet by 50 feet, and the value \$40,000. These new buildings show that the industries in Quebec are growing rapidly.

J. A. Scott's new building will be completed in a couple of weeks. A rumor is heard that a couple of foremen of two large shoe manufacturers of this city will form a company to manufacture some speciality in men's and women's McKays.

F. J. Minjis, the representative of the Narrow Fabric Co., Reading, Pa., was in town this week with new lines of silk laces, which are guaranteed to wear for six months. He placed a quantity of these laces with Dupere & Garant to be distributed to retailers around Quebec.

The L. Duchaine Shoe Manufacturing Co. have bought for \$21,000 the shop of Jas. Muir Co. Mr. Duchaine will take possession of the building in the middle of next April. It is said that the Jas. Muir Co. are now negotiating for the purchase of the building for many years occupied by A. Pion & Co.

Some Fine Spring Showings

The Regal Shoe Co.'s samples for spring evidence skill and superior workmanship in every detail. The Canadian factory in Toronto has added five new lasts for next year's trade. They are the "Bond Street," which is English in style with long vamp, wide shank, low flat heel and narrow, long, receding toe. The "Westminster" has a somewhat less receding toe, with a broad shank, but is a little shorter in the vamp and wider across the ball of the foot. The "Nabob" is a medium round toe, quite full across the ball, and carries a 10-8 heel. The "Universal" is a medium round toe with a small raise and the "Willard" is somewhat similar to the "Westminster." Many offerings are in tan of various shades. There are about twenty-five different lasts, in all, and a number have flexible cushion soles. In the dark leathers, gunmetal, kid, kangaroo, patent and velours are shown in most attractive models. A handsome shoe has a gunmetal vamp and dark grey cloth top. A fair proportion of the range is patent. Three-button oxfords with seamless fronts and carrying a medium full toe are decidedly attractive. There are also several six-button high cuts for men, while bals are strongly represented. Tips for the most part are straight and plain, there being an absence of scollops. The heels on the various samples range from 9-8 to 11-8. Edges are close trimmed and there is less swing in many of the productions.

Breezy Budget from St. John

The matter of increased prices in boots and shoes is agitating St. John and other New Brunswick dealers at present to a considerable degree, and there is much speculation as to what effect the advance will have upon the trade. At present there is no noticeable difference. Wholesale merchants report that orders are being received in most encouraging manner, and that there seems little reason to expect a falling off for some time at least. Anticipating further advances, retailers from various parts through the province are writing in their orders and asking for what they want with the expression, "Send me those at the old price is you can, and if you can't well—send them anyway."

This is taken by dealers to mean that the trade expects to find not so much difficulty as was previously expected in disposing of the goods at the increased cost. At present, of course, the consumer is reaping the benefit, but it will not be for long, as retailers cannot stand to have their stock go at less than their usual cost, and profit. The travelers are now out with their spring samples and report that there is no decline in orders. It is feared in some sources, however, that the sale of boots and shoes will show a falling off, but older dealers do not look for this.

"The public are being educated to the fact that the cost of leather and labor has advanced," said a wholesaler of many years' standing this week, "and are expecting to pay more for what they buy. Just as the cost of other articles has advanced so must the cost of shoes, and that is the reasoning with the public for the most part. I do not expect much difficulty in disposing of goods at the increased prices, once the people get accustomed to it, as they have to advances in other things. Take, for instance, how steady has been the decline in shoe polish sales of late years. A few years ago in St. John there was no such thing as a shoe-shining parlor, but now there are quite a number. Their establishment has caused a noticeable falling off in the demand for polish, even though they are getting ten cents for their shine, just twice as much as formerly. Other things which now seem a necessity were unknown a few years ago, and considering this, and the fact, as well, that the people seem to be enjoying an era of general prosperity, I look for little trouble through the increased listings, but I do anticipate increased business in the repair departments."

The Story of the "Ladd" Shoe

Montreal has been having some excitement during the past few days in the efforts of its citizens to lay hands on the "mysterious Mr. Ladd" of the Montreal Star, for whose capture that paper offered fifty dollars, while other business firms added to the amount. "Mr. Ladd" adopted a number

of disguises, but was finally run down after a ten days' chase, near his boarding-house, by a sharp-eyed clerk of a jewelry store just after the latter had left a street car. The same "Mr. Ladd" made his appearance in Montreal six years ago, and it took seventeen days to bring the fugitive to bay. The man who had the honor of "arresting" him on that occasion, was Frank Power, who travels for the Rideau Shoe Co., and also conducts a retail shoe store on Notre Dame St. Mr. Power was in the shop one morning when "Mr. Ladd" entered with a boy whom he had picked up from the street, and asked for a pair of skating boots, size three. A young lady waited on the stranger, but, as the season was late, there was not the exact size in stock. Mr. Power, stepping up, offered to send for them if the caller would wait ten minutes. He said all right, and Mr. Power, who had been studying the portrait of the man which he had seen in a window, scrutinized the fellow closely, and going up to him, placed his hand on his shoulder and pronounced the fateful words which made him captive. He also flashed a copy of the latest edition of the Star, which was the warrant for "Ladd's" arrest. Mr. Power made a hundred dollars in cash out of the capture and led his victim down to the newspaper office where the episode had been bulletined. A crowd of twenty thousand people had assembled, so great was the interest aroused over the mysterious stranger. Many in the gathering recognized Mr. Power and shouted "More power to Frank Power." The latter turned the event to good account and took big space in the newspapers next day, announcing his good fortune and drawing attention to his lines of footwear. He had a shoe made especially for his store and called it "The Ladd Shoe." There was an immense rush for it, and to this day—six years after—customers will call and ask for this boot. Mr. Power was not in Montreal this time to spot his former friend, being on the road with spring samples. Three years after his capture in Mr. Power's establishment, "Mr. Ladd," whose real name is E. L. Welch, happened to be in the metropolis on a visit and he dropped into the store asking for a pair of women's shoes which were on sale, but the proprietor had not forgotten him, although many others failed to recognize the stranger.

WANTED—Shoe salesman to handle my steel shoes as a side line. Sell at sight, especially in farm community. No competition, best advertised line. Write for particulars to Steel Shoe Co., Toronto, Can.

PETERS POLISHES

You wouldn't give your customer axle grease for shoe polish, because it wouldn't answer the purpose and would hurt your business.

But you would give them the best polish you could buy if it would keep your business.

Peters Polishes will help your business by giving the best satisfaction to every user, and at the same time show you an excellent profit in real money.

AGENTS WANTED IN CITIES AND TOWNS THROUGHOUT THE DOMINION

617 QUEEN ST. WEST, TORONTO

To Shoemakers and Leather Dealers:

THE Fall trade is now here. You doubtless want the best Sole Leather obtainable—something that will please you and your customers. Cheap tanned leather may do for summer



trade but for solid waterproof wear you want an "understanding" that can be depended on.

This, we venture to remind you, we can supply in our Sole Leathers, which, by the way, are not of the "quick-process"

variety, but are of six months' tannage. For actual wear there is the same proportionate difference that there is in the actual time required in the tanning. It takes not only good, cold tan liquors, but ample time to mature leather and knit the fibre, to resist wear and water.

Our famous "Penetang" Sole Leather is increasing in popularity. While it is firm and close in substance, it is mellow and pliable, and does not check or crack in the grain. It will nail, peg, channel and sew. Our old claim that this stock

"Cuts like cheese and wears like iron" is a fact, not a fancy.

Our "Eagle" Sole Leather, while plump and always reliable, is not tanned quite as firm as the "Penetang" stock. It is now tanned chiefly for "sewed" and "channel" work, but is giving satisfaction in all lines and for all classes of work and wear.

"Listowel" brand is for finer work only, and is our mellowest leather. Its popularity is as great as ever with those who know and appreciate this favorite old tannage.

In Cut Soles, Counters, etc., our trade is increasing rapidly, and this fact is in itself a proof of the good values we are giving herein.

Send in your orders before prices go still higher, as no doubt they must ere long to correspond with the increased cost of hides, bark and labor and the good demand for leather.

Our prices will always be found commensurate with quality and good tannage.

**The Breithaupt Leather Co.
Limited, Berlin, Ont.**

Harness Leather Goes Up

Another upward move was made in the leather market in Toronto this week. Harness leather was advanced a cent per pound, No. 1 R. selling at 40 to 41 cents, and No. 2 at 39 to 40 cents. For this grade there has been an exceedingly brisk demand, and, while some of it has been local, most inquiries have come from the West. The leather market has been strong. Shoe leather is wanted, and prices are steady. Some Toronto houses are doing a big business for export, one firm selling one-third of their large production to England. To supply the persistent demand heavy imports of raw hides and skins have been made.

An Optimistic Exponent of Shoeology

W. E. Gerrish, better known to the trade as "Pink" Gerrish, from the fact that he rarely makes any public appearance without a carnation in his coat lapel, is now doing several of the leading Ontario cities in the interest of the P. J. Harney Shoe Co. of Lynn, Mass. Mr. Gerrish has been coming to Canada several years, and is one of the most aggressive and optimistic travelers on the road. His summer home is at Malden, Mass. There are two things at which he is an enthusiast, one is selling shoes and the other is his admiration for professional baseball. He is showing an exceptionally fine line of samples in feminine footwear, at popular prices, in welts, McKays and turns. Over forty lasts are represented in his samples, which include nearly 200 lines. Six new lasts are being shown this season, three on high and three on receding toes. The range embraces oxfords of four, five and six buttons in gunmetal, white nubuck, tan vici, tan willow, brown veal, patent and other leathers, as well as a superb selection of pumps. In high cuts there are seen several admirable creations in all the leading leathers, in blucher, bals, and fourteen, fifteen and sixteen-button. Some have fabric tops and others come in a pleasing combination of leathers and trims. The Harney line this season evidences the highest revelation in skilled

shoemaking, finish, snap and appearance. Mr. Gerrish reports business as brisk. The capacity of the Harney factory is five thousand pairs a day and Mr. Gerrish maintains permanent sample rooms at 183 Essex St., Boston.

Breaking Appointments With the Travelers

"I regret to say that the shoemen in the big cities, Toronto especially, do not keep their appointments," remarked a traveler this week. "You make an engagement by personal visit or by telephone, and are told by certain retailers that they will be down to the hotel to look at your samples at such an hour on such a day. You reserve that time for them and probably kick up your heels around your sample room tarrying for hours for the retailers who do not come, nor do they, in many instances, offer any excuse for absenting themselves. They seem to think that you should hang around at heavy expense for an indefinite period. This room alone costs me four dollars per day, and yet I was here three days last week with all my samples displayed and ready for business, and only three men out of the dozen that I had interviewed, pretended to keep their appointments. This is scarcely using the traveler right. I like the man who has some regard for his word. Others attempt to drop in on you any old time and, if you are engaged with another customer, they take it as an affront and I have known them to go away in a huff. I think that Toronto is the worst city in Canada for retailers to break or delay appointments. I have talked to many other traveling representatives and they all have the same story. Now, in Ottawa, Montreal, London, Hamilton and other cities, we have very little difficulty, and we can do the business in proportionately half the time. There are, of course, exceptions in Toronto, and I am happy to say, certain customers are prompt and regular. If they cannot meet you at the hour named they will call you up by 'phone and make a new date, at the same time offering a sincere apology for any unforeseen detention. Would that there were more of these dealers with whom it is a distinct pleasure to do business."

Buy a Setting of **GUARANTEED BRITISH BOOT LACE EGGS**

They will PROMPTLY HATCH out into DOLLARS for you.

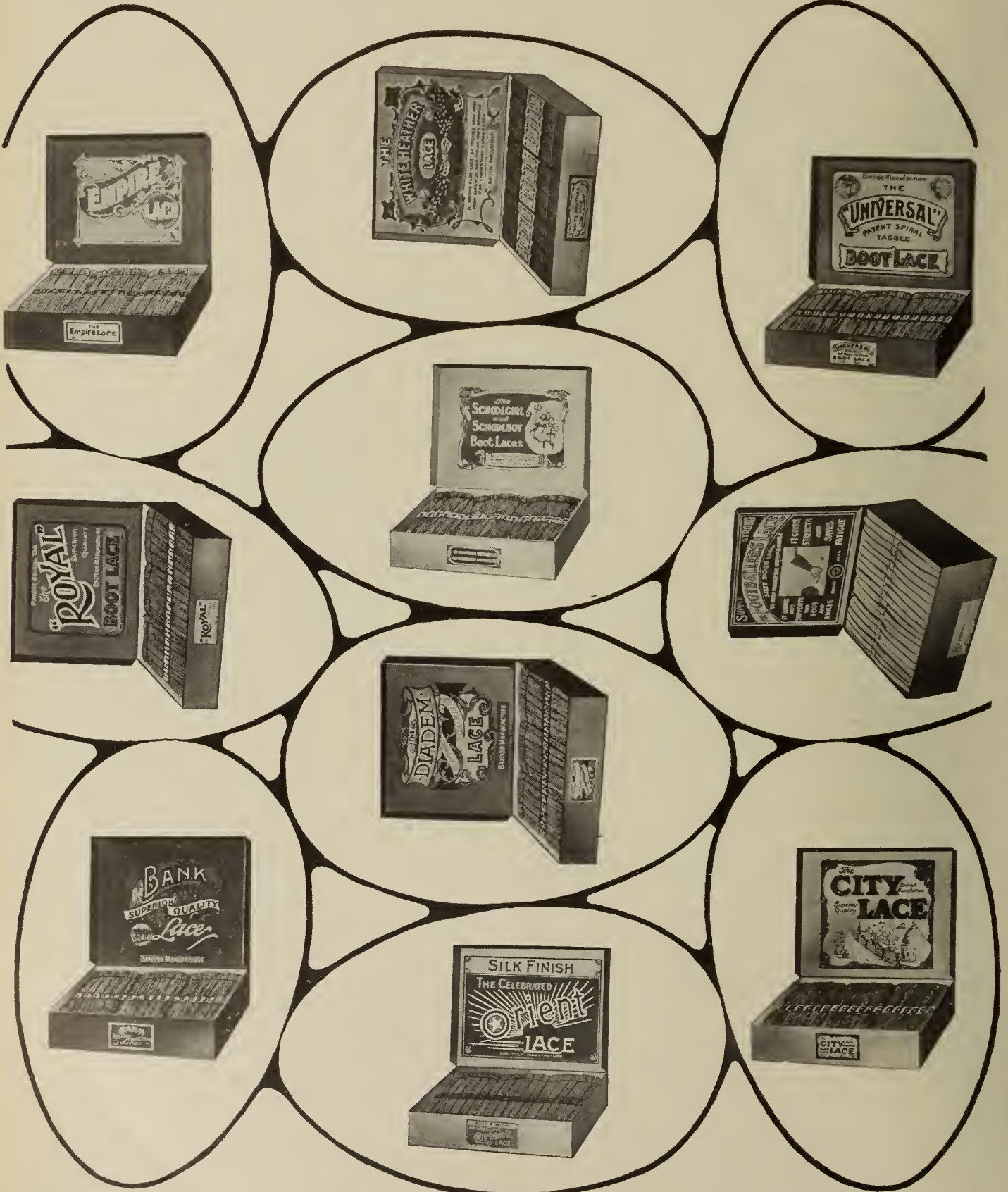
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Made by Brough, Nicholson & Hall, Limited, Leek, England



WE GUARANTEE THE HATCHING

To Make a Few Leathers And to Make Them Well

THAT IS OUR AIM. OUR VOLUME OF BUSINESS PROVES THAT WE ARE SUCCEEDING

MOSCOW (CHROME)

Box or Plain Dull Finish. A leather that will give you perfect satisfaction. Prices reasonable. Deliveries prompt.

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

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Are reliable and honest. They are building our reputation, increasing our sales and bringing us new customers every day, and they will do the same for you. **TEST THEM.** It will surprise you what a large increase "Canadian Boy Shoes" will add to your boys' trade.

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QUALITY COUNTS
WE WIN”



*Beauty, Style, Snap and Wear
Are found in the “Brandon” everywhere.*

*While “Monarch” Shoes cannot be beat—
They’re the proper thing for all men’s feet.*

*The fine displays we have to show
Will meet with success where’er they go.*

*Our travelers now are showing the line—
Buy from them—get something fine.*

*As long as you live you’ll never regret it,
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HIGH-GRADE SHOES FOR MEN

Mail and Rush Orders shipped in 21 days from date of receipt order.



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Three of our Snappiest

You will find every shoe in the *Tetrault* line for Spring, 1913, a winner from every standpoint.



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FOR
WOMEN, MISSES
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Shoes that have Style and Finish
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country to make this leather
and are still in the lead.

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COUNTERS
AT
3½ CENTS
AND
4 CENTS PAIR

Here is a proposition for you, Mr.
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Get Samples.

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OUR NEW TANNAGE
BLACK GLAZED KID

It is a perfect black with a fine grain.
 CHOICE SELECTIONS
 Let us Send you a Sample.

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Satisfaction Guaranteed
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MANUFACTURERS OF HIGH GRADE

Box Toes and Heels
 OF ALL KINDS

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Everything in bows, buckles, beaded ornaments, etc. Latest French and English novelties, from 3c. doz. to \$12 a pair.

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Dry Goods Only.



SHOE AND LEATHER JOURNAL
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BAKER AND CONFECTIONER
Issued 5th each month.
PAINTER AND DECORATOR
Issued 20th each month.
FUNERAL DIRECTOR AND EMBALMER, Issued 28th each month

ACTON PUBLISHING CO., LIMITED, 1229-31 QUEEN STREET W., TORONTO

Place this name on your list for "Dry Goods Record", "Ready-to-Wear", "Men's Wear", "Shoe and Leather Journal", "The Furniture Journal", "The Baker and Confectioner", "The Funeral Director and Embalmer", "The Painter and Decorator", (Three Papers \$2.00 a year) (Two Papers \$1.50 a year) (Any One Paper \$1.00 a year). Find enclosed \$2.00, \$1.50, \$1.00. (Each Paper additional \$1.00).

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Province

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.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

MINER



SHEFFORD

Ready for the Sorting Season

- ☐ Wet, rainy days are soon due and you will be surprised at the way your trade will call for "Miner & Shefford" rubbers.
- ☐ It's up to you to be prepared for these storms. Our goods satisfy the trade and please the public, possessing all the cardinal features of style, quality and wear.
- ☐ With our unrivalled factory and warehouse facilities we are able to handle all sorting orders expeditiously. Our service is unsurpassed, all goods being sent out the same day that order reaches us.

— TRY US OUT —

MINER
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ERIT

MINER RUBBER CO., Limited

Head Office and Factories

GRANBY, Quebec

MONTREAL, 72 St. Peter St.

TORONTO, 93-99 Spadina Ave.

QUEBEC, 21 Notre Dame St.

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some Articles Worth Reading

The Ascending Prices of Hides and
Leather—What will be Outcome?

Early Days of Shoe Retailing — Some
Quaint Selling Plans Followed

What Constitutes Real Success in the
Shoe Business at the Present Time?

Little Things That Count for Much in
Creating a Ready, Steady Trade

Installing an Attractive Front on a Busy
Thoroughfare—Windows Tell a Tale

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

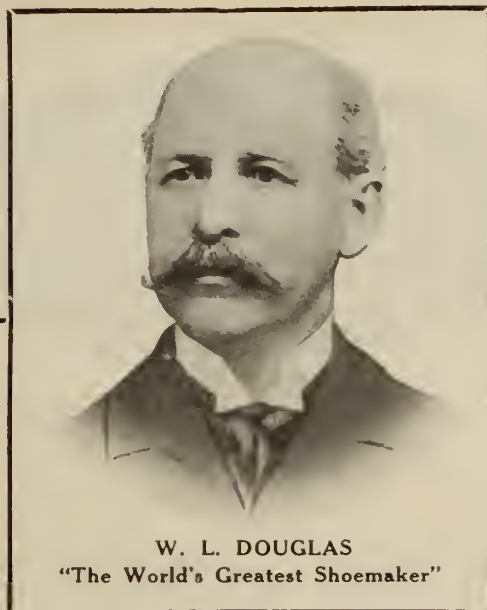


**We Can
Supply Anything
From a Tack
to a Full Factory
Equipment**

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

United Shoe Machinery Co. of Canada

Lagauchetiere and St. Monique Sts. - - - - MONTREAL, QUE.
122 Adelaide Street W., TORONTO 492 St. Valier Street, QUEBEC



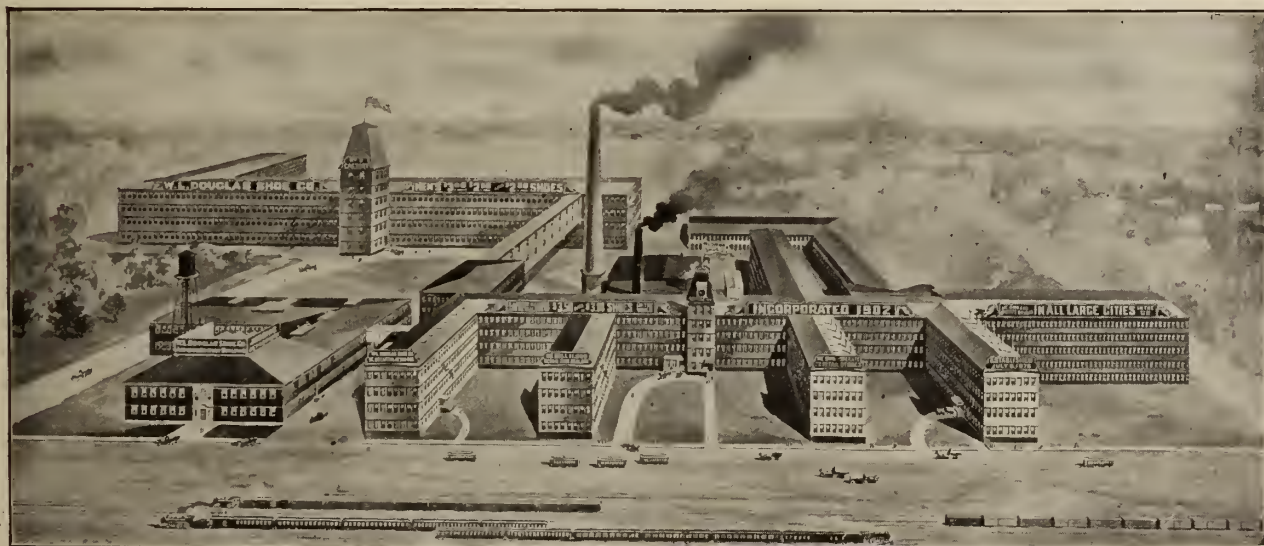
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS., U.S.A. CAPACITY, 17,600 PAIRS A DAY.



IF YOU HAD THE OPPORTUNITY

of inspecting the lines of the best makers of Women's shoes in New York and Boston it is a question whether you would see anything that would be more suitable for your trade than are

“CLEO” STYLES FOR SPRING NINETEEN THIRTEEN

We are confident you wouldn't, because Cleo Styles are selected from the latest and best creations of the New York and Boston markets and behind their selection is a thorough knowledge of the requirements of the Canadian trade. Be sure to inspect Cleo Styles before placing.

CLEO SHOE COMPANY
LONDON, ONTARIO

Choose Your Tan Leathers for Sales

**"Best Yet"
a New
Tan Russia Calf**

Retailers, Mr. Manufacturer, will tell you that most sales of tan shoes are made on appearance. Nothing else counts so much with the wearer as a fine finish that can be kept clean, and does not bleach or fade.

That's the kind of finish that is on our new "Best Yet" Tan Russia Calf.

Shoes of "Best Yet" go to your customer—the retailer—free from marks or stains. You can be sure of this, for if any stains are acquired during manufacture a sponge, some castile soap, and a little water will remove them completely.

Shoes of "Best Yet" go to the retailers' customer—the wearer—free from blemish, for the color of "Best Yet" does not fade in shop windows or show cases.

The fine appearance of "Best Yet" is retained even after considerable wear, for neither sun, rain, nor shoe polish can cause it to bleach or fade.

These are "sales reasons," Mr. Manufacturer, why your tan shoes should be made from "Best Yet" Russia Calf.

DAVIS LEATHER COMPANY

LIMITED

NEWMARKET,

-

-

ONTARIO

Doctors*Waterproof*

Never a drop of wet comes through

THE "DOCTORS" SHOE is a regular "duck" for wet weather. Water runs off the top. Will not soak through the sole. The man who wears a "Doctors" Shoe will always be your friend. He will never be afraid of the wettest weather or the sloppiest footing.

Its thoroughly waterproofed outer sole and uppers keep out all kinds of dampness, and its antiseptically treated linings and inner sole prevent any trouble from excessive perspiration.

In hot weather, or in cold, in dry weather, or in wet, its thermal asbestos middle sole keeps the foot at normal temperature and adds greatly to the comfort of the foot.

Try the "Doctors" on your particular customers. They'll come again if you do.

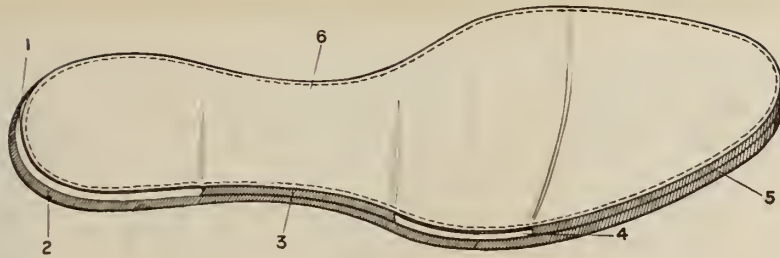
THE TEBBUTT SHOE & LEATHER CO.

LIMITED

THREE RIVERS

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QUEBEC



- | | |
|----------------------------------|------------------------------------|
| 1. Heel Cushion—Lamb's Wool Felt | 4. Forepart Tread—Lamb's Wool Felt |
| 2. Flexible Leather Insole | 5. Toe Rest—Piano Felt |
| 3. Leather Arch Support | 6. Bleached Calf Cover |

“Wonder” Cushion Sole

(Reg'd)

This IMPROVED Cushion Sole was patented in Canada in March, 1912, by DR. A. REED and D. A. REED of St. Louis, Mo., U.S.A.

It is NOT the original Dr. Reed Cushion Sole patented in 1901-1904. DON'T MISTAKE THE TWO.

We have secured the sole right for Canada to manufacture this IMPROVED Cushion Sole, and will place it in any shoe on order.

ASK THE RIDEAU TRAVELER ABOUT IT

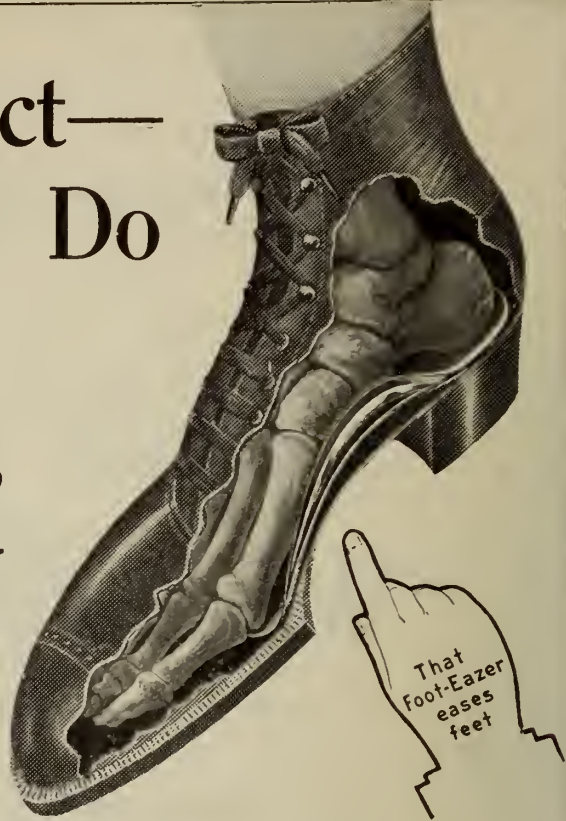
The Rideau Shoe Company, Limited
Montreal

Scientifically Perfect— That's Why They Do The Business

The Scholl "Foot-Eazer"

Nature's own foot rest—relieves tired aching feet—cures weak ankles—stops sole calluses and makes walking a pleasure. The "FOOT-EAZER" supports the arch of the foot, relieving all strain and pressure on muscles and ligaments. Your clerks can easily adjust it to any foot.

It gives such immediate comfort that the sale is closed on the spot and the extra profit dollar goes speeding in your cash drawer. Durably made of German Silver covered with leather—can be worn in any shoe unnoticed. Price to dealers \$12 per dozen, retail price \$2 per pair.

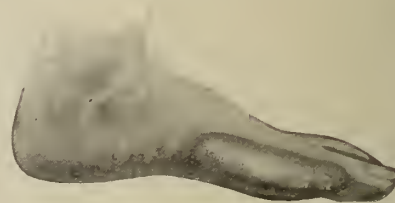


DR. SCHOLL'S BUNION RIGHT

Not a pad to give temporary relief nor a plaster to dope the sore toe-joint—but a scientific sanitary device that actually removes the cause of the trouble and affects a permanent cure without the use of the knife. No discomfort—no irritation—instant relief and bunion gone in a few days. Just think how many extra sales you can gather in on a device that makes good on these strong claims. Price to dealer, \$4.00 per dozen. Retail price, 50c. each.

CAUTION

Don't be persuaded to take imitations. Scholl's goods are unique—original—successful—highly advertised nationally and backed up with real help to increase your sales and profits. Price protected. You make full profit on each sale.



DR. SCHOLL'S BUNION REDUCER

A pure medicated antiseptic gum shield that fits the bunion snugly, stops its growth and prevents awkward bulging. With the reducer in place the thinnest silk hose or closest fitting footwear can be worn without the bunion being noticed. Far and away ahead of felt, chamois, or leather pads or protectors. It's too good an article to stay out of any up-to-date shoe dealer's stock. Three sizes. Price to dealers \$3.75 per dozen, or \$7.50 per dozen pairs. Retail price, 50 cents each.

Made on commonsense principles by a specialist in foot troubles—endorsed by physicians—each article the best thing on the market for its purpose. The store that sells them is sure to make quick turn-overs, draw new trade, and keep a firmer grip on the old. There is a Scholl appliance or remedy for every foot ill and deformity.

Clip this coupon and send in TO-DAY for our NEW BOOK "GINGER FOR THE SHOE DEALER" and other literature that will put you "next" to the biggest thing you ever heard of in your life.

THE SCHOLL CATALOGUE—It tells all about the most practical line of Orthopedic Specialties on the market—shows how they are made—and why they relieve and cure. If you haven't a copy, send for it to-day and hook it up with the biggest and most successful advertising campaign ever put out.

THE
SCHOLL
MFG.
Co., Limited

214 King St. E.
Toronto, Ont., Can.

Please send me
"Ginger for the Shoe
Dealer" and plans for
selling Scholl's Specialties.

Name.....

Address.....

The Scholl Mfg. Co., Limited

Largest Manufacturers of Foot Specialties in the World

214 King Street East, Toronto

Three Business - Getting Trumps for the Retailer



—But only three out of a large number of creations of equal merit.

No. 214—Patent 3-Button Oxford No. 34 Last, Lynn Heel. Also in Tan, No. 210, and in Gun Metal, No. 234. All "FLEX WELT."

¶ Such right up-to-the-minute styles and the Art workmanship, guarantee these brands.

"Kingsbury" and "America's Beauty"

plus our "FLEX-WELT" process (which we will incorporate in ordered Welt Shoes by arrangement) make a combination that will keep your cash register jingling.

¶ Save time by ordering any of these styles direct from this ad, *quoting the proper number.*

¶ We will supply our customers with electros for local advertising, on request.



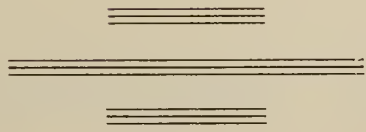
Don't Miss Seeing Our Traveler

Kingsbury Footwear Co.

LIMITED

Specialists in Ladies' Footwear :: MONTREAL

Note where the shoe bends when made by "FLEX WELT" Process, across the ball of the toe, not at the shank.



Blucher Bal. Growing Girl's Line. Round modified High Toe in Patent (No. 140) Gun Metal (No. 170), Tan (No. 135) and Vici (No. 113.)

Tan Calf Button (No. 147) Gun Metal (No. 133) Patent (No. 145) Vici (No. 107)

How are you fixed for cold weather goods?

The cold rough weather is right at hand and the call for heavy goods such as Oil Tans, Moose Moccasins, Felt Goods, Rubbers, etc., will be rapidly increasing.

Have you everything you require in these lines? If you haven't I have. Is there anything you want in a hurry? If so let me know because, I have a large stock right on hand ready to fill your requirements without delay.

The best Oil Tans, reliable Moose Moccasins, Elmira Felts, Trickett's Slippers; and in Rubbers, Kant-Krack, Dainty Mode, Royal and Bull Dog brands—anything and everything you want.

Send along the orders and trust to me to see that you get the service.

182 - 186
McGILL ST.

JAMES

Have you inspected my big range of Spring Styles?

And it is surely a range worthy of some considerable inspection.

It contains everything you will require for Spring and Summer Selling and everything consistent with price, embodies the greater degree of sound value.

All lines are products of thoroughly reliable makers which ensure their worth while the styles are real Styles, selected by shoemen of knowledge and each carries a selling power which eliminates any possibility of "Dead Ones."

If you haven't as yet had the opportunity of inspecting this great range, write me and I will have one of my representatives call on you right away.

ROBINSON

**MONTREAL
CANADA**



A Snappy Linton Creation

Here is a Patent with a high toe, and built on one of the very latest lasts, secured in the great style centres.

It has individuality and just enough of the "swagger" effect to please dressy young men. With its snappy lines, clean cut appearance and unique perforations, it is bound to make a strong appeal to this class of buyer — and to others as well.

It is only one of six new Linton Lasts, each a model in its own line. Ask us more about them, or see our traveler.

Jas. Linton & Co.

Head Office and Factory
MONTREAL

Branch Office
WINNIPEG

Prepare for Cold Weather—

This Combination Has Them All Beaten



MEN'S CHURCHILL

The Felt Sock can easily be removed to allow it to be dried.

The leather leg part answers the purpose of a leather legging, and as it is fastened to the rubber bottom, it does not allow snow or water to enter.

The leg is made of very select grain leather.

The Rubber Bottom is of heavy reinforced duck, with gum coating.

The Rubber Sole is of "Redman Tuff Foot" Rubber, and is as tough as rubber can be made.

SOLD BY

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

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

“DERBY”



**QUALITY SHOES
FOR MEN**

The Acme of Style and Good Wear

is represented by “Derby”
Styles for Spring, Nineteen
Thirteen.

Careful inspection will show
you the best styles procur-
able in Men's Fine Shoes
—Styles which have the
necessary appearance to
cause them to appeal to the
wearer of Good Shoes—
Styles that are lasting in
their pleasing qualities.

And the quality is only the
kind of quality that insures
serviceability, thereby ob-
taining for you the con-
fidence of your customers
and at the same time main-
tains for us our reputation
as makers of Quality Shoes
for Men.

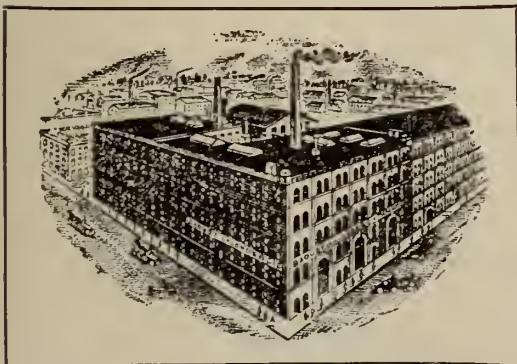
MURRAY SHOE CO.
LIMITED

LONDON

ONTARIO



OUR TANNERY



OUR FACTORIES

Ask Us About Our "Paris" Brand Solid Leather Welts

These Welts are made of solid leather throughout—including Box Toes and Counters, two of the points so liable to wear, and so usually made of inferior materials

This gives the Shoe Merchant a great advantage when selling them to customers who want wear as well as style. They can't be beaten.

Ask to see our 1913 samples. You will find the new solid leather Welts among them; also the old reliable "Paris" McKay—than which there is no better.

DAOUST, LALONDE & CO.

Shoe and Leather Manufacturers

MONTREAL - - P.Q.

P.S.—A Full Line of Moccasins, Long Boots, Felts, etc., carried.

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.

MEN'S
GOOD
SHOES



A. CORBEIL

TO RETAIL
AT
\$3.50
AND
\$5.00

LET US SOLVE YOUR \$3.50 & \$5.00 PROBLEM

Your profits mean the sustenance of your business.

In shoes to retail at \$3.50 and \$5.00 can you make sufficient profit and still supply your customers with the value necessary to maintain the excellent reputation of your store?

With prices soaring you likely find it a difficult problem, and, in order to overcome the difficulty, there may be a tendency on your part to sacrifice profits in preference to reputation.

By our methods of production we are enabled to sell you at prices which permit you to retail at the popular prices of \$3.50 and \$5.00, give your customers a degree of value that will uphold your reputation, and at the same time allow you a profit worth while.

Will you let us show you? Write us, and we will have our representative call.

A. CORBEIL

Manufacturer of good shoes to retail from \$3.50 to \$5.00.

MAKER OF "LANDOVER" AND "LEADER" BRANDS

Warehouses and Offices: 71 St. Paul Street

Factory: 63-71½ St. Paul Street

MONTREAL - - QUEBEC



Are You Selling Shoes Bearing This Stamp?



IF YOU have not in your store a complete line of men's, women's and children's footwear bearing the Union Label, you are missing one of the greatest possible opportunities for business growth.

Practically every line of business is represented by Union Labor; this does not apply to any one locality but to every section of the country; as a result, Union Made goods are in demand in every city and town, and every retailer should cater to this army of buyers by selling Union Stamp Footwear.

The Union Stamp stands as a guarantee of honest quality and honest prices; it is an assurance that the goods are made in the right manner and under proper conditions.

Here, Mr. Retailer, is the opportunity; this large field of possible customers is before you; if you will act you can add this desirable trade to your business and reap a harvest of profit that can be secured in no other way.

Let us send you a complete list of manufacturers who use this stamp. It is yours for the asking.

Boot and Shoe Workers' Union
246 Summer Street, Boston, Mass.

JOHN F. TOBIN, President

CHARLES L. BAINE, Sec.-Treas.



Our Service Is Complete —and Prompt

Did you ever stop to think that it would pay you to buy largely from one firm—especially if that firm is thoroughly equipped to supply your needs?

Our three specialized factories assure you satisfactory service and prompt delivery, no matter whether you want evening footwear or lumberman's boots.

You can save time, trouble and cash by doing the bulk of your purchasing with us.

Ames Holden McCready, Limited

MONTREAL
EDMONTON

TORONTO
CALGARY

ST. JOHN

WINNIPEG
VANCOUVER

Progress Our Watchword

Our New Factory

Has a capacity treble to that of the factory just vacated — Delivery assured.

Our Equipment

Includes the very latest and most improved machinery.

Our Lasts and Patterns

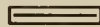
Are all good sensible fitters with style and novelty enough to make them good sellers.

Our Workmanship

We have *tried men* in charge of each department who are under the personal supervision of our Mr. Geo. S. Kirvan, whose years of experience are at your service.

Our Production

Which includes a full range of Women's, Growing Girls', Misses', Children's and Little Gent's will therefore be shipped **promptly** and will be the best that the latest machinery and most skilled workmanship can produce.



Kirvan-Doig, Limited

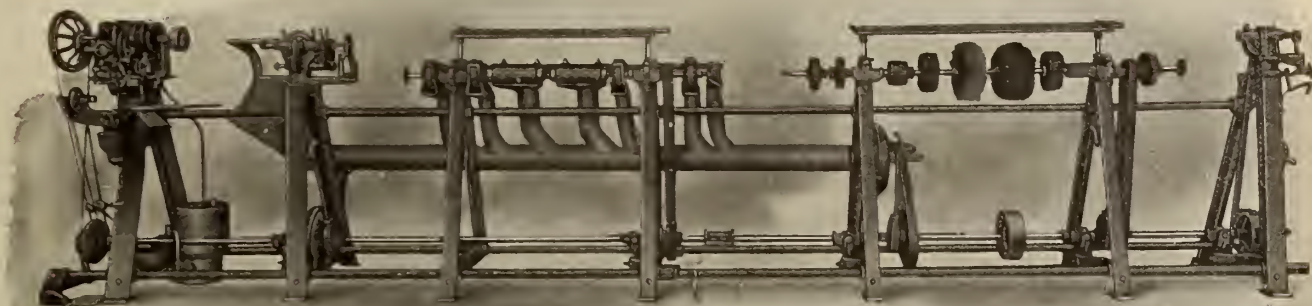
Manufacturers of "Goodsense" Shoe

Maisonneuve

-

Montreal, Quebec

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

“Scoutmaster”

(A Gentleman's Good Shoe)

One of the handsomest and best made shoes we have ever had the privilege of placing on sale. It will make a splendid seller and one that consumers will come back for every time. In all popular leathers.



And don't forget our BOY SCOUT and GIRL GUIDE Shoes, of the same standard of excellence in their respective lines. Winners every one.

OUR NEW CATALOGUE IS YOURS FOR THE ASKING
AND IT IS WELL WORTH ASKING FOR

JACKSON & SAVAGE
78 St. Peter Street MONTREAL

SELLING AGENTS — MINER RUBBER CO.



It's
Combined
Strength and
Appearance

which goes to make up the solid satisfaction embodied in every pair of Surpass shoes.

And it's that solid satisfaction which counts for the merchant. It's that solid satisfaction which is responsible for greater profits.

Because, solid satisfaction means permanent custom and permanent custom is really the source from which profits are derived.

Travelers are now showing the line for spring.

THE
Louis Gauthier Co.
LIMITED
QUEBEC, P. Q.

MONEY-MAKERS
FOR YOUR
FINDINGS DEPARTMENT

DRI-FOOT

WATERPROOFING

Easy to apply; requires no heating; does not prevent shoes from taking a high polish.

GIVES YOU 100 PER CENT. PROFIT.

We are headquarters in Canada.

MACK'S FOOT LIFE

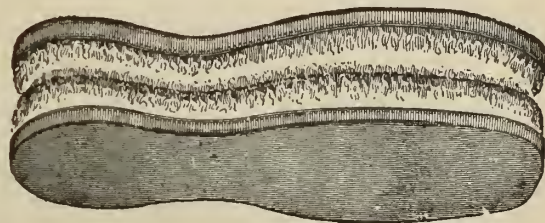
A greaseless, sweet, easily applied cream. For Corns, Callouses, Chilblains, Sore, Tired, Aching Perspiring Feet.

A LIVELY SELLER AND REPEATER.

ICE CREEPERS

NEVERSLIP, FEATHERWEIGHT, BULLDOG and other lines kept in stock.

LAMB'S WOOL SOLES



In all grades and sizes, for Men, Women and Children.

GEM, ROYAL, C, D, REX, Etc.

GAITERS AND LEGGINGS
IMPERIAL BRAND

Orders filled without delay.

O'SULLIVAN'S

Rubber Soles and Heels.

L. H. Packard & Co.

Limited

SHOE FINDINGS AND SHOE STORE SUPPLIES

Packard Building

MONTREAL

Write for big catalogue.

Finest in
Quality

Whittemore's Shoe Polishes

Largest in
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

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

"BULLY SHINE." A waterproof paste polish for all kinds of black shoes and old rubbers. Blacks, polishes, softens and preserves. Contain oils and waxes to *polish and preserve* the leather. Also Russet Bully Shine for tan leathers. *Large tin boxes.* Boxes open with key. Retail 10c.

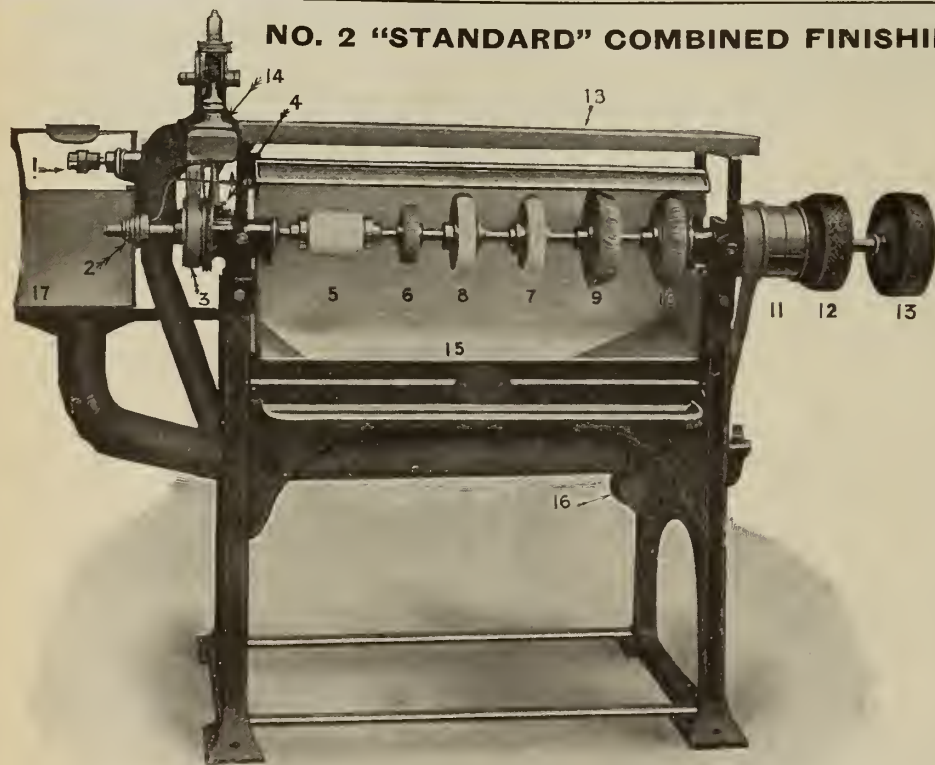
"SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retail 10c.

"DANDY" COMBINATION. For cleansing and polishing all kinds of russet, brown or yellow boots, shoes, saddles, bridles, etc. Retail 25c. "STAR" russet combination (10c size). Russet, Brown and Ox Blood Pastes (5 sizes of each color.)

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

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

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



NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)

This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts. Space, 5 ft. 8 in. x 3 ft. Speed, 1200. Pulley, 6 in. EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

THE E-Z WALK

TRADE MARK

SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN



The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

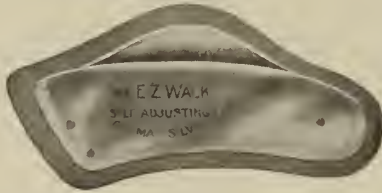
THE ONLY ARCH PROP HAVING FULL DOUBLE SPRING FROM HEEL TO BALL

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet they conform to every characteristic of the foot and need no breaking in.

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet they conform to every characteristic of the foot and need no breaking in.

LIGHT — FLEXIBLE — DURABLE

They are ready sellers and every customer becomes a sales agent for you. Every pair guaranteed against breakage and flattening for 6 months.



The Self-Adjusting E-Z Walk with side lip, steel spring and German silver bottom plate.

ORDER FROM YOUR JOBBER

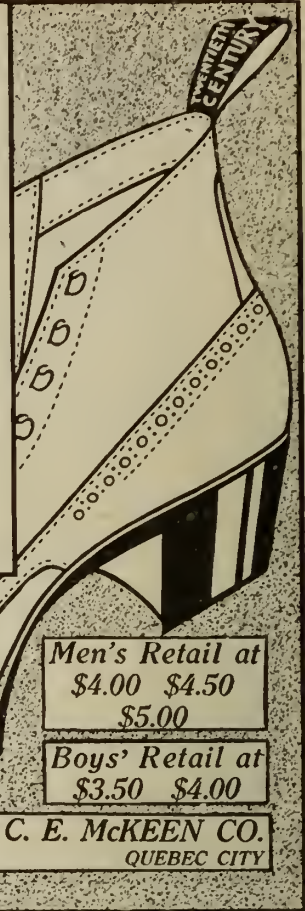
HANDLED BY ALL JOBBERS IN CANADA

THE E-Z WALK MFG. CO.
133 W. 14th Street - New York, N.Y.

You could appreciate better if you knew as well as we, how and of what

— Twentieth Century Welts are built.

We know and that is why we so highly recommend them to you, that you in turn might recommend them to your customers.



Men's Retail at
\$4.00 \$4.50
\$5.00

Boys' Retail at
\$3.50 \$4.00

The C. E. McKEEN CO.
QUEBEC CITY

ENGLISH RUBBER HEELS

Made in a British Factory by British workmen in the British way, which assures quality and workmanship.

Imported direct for the Canadian trade

Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



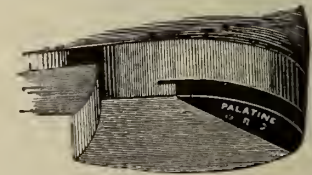
Write for prices and samples



Grey Rubber stationary heel, which will give every satisfaction Full line of ladies' and gents' sizes carried.

Sold all over the world and worn with comfort and satisfaction everywhere

Quarter tip for heels. Prevents the jar and do not wear off as quickly as leather heels Easily attached. Illustration tells the story.



Write for prices and samples

THE PALATINE HEEL BRANCH OF THE LEYLAND & BIRMINGHAM RUBBER CO., Limited, PRESTON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT.

To Make a Few Leathers And to Make Them Well

THAT IS OUR AIM. OUR VOLUME OF BUSINESS PROVES THAT WE ARE SUCCEEDING

MOSCOW
(CHROME)

Box or Plain Dull Finish. A leather that will give you perfect satisfaction. Prices reasonable. Deliveries prompt.

NECHRO
(NEAR CHROME)

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

BROWN RUSSETT
(ECONOMICAL)

You cannot get a finer leather at the price. It has made good with leading manufacturers in United States.

FLEXIBLE SPLITS—For either Welts or McKays. This is a grade of leather that we are proud of. You will not be disappointed in it.

CANADIAN MANUFACTURERS ARE ESPECIALLY INVITED TO GET QUOTATIONS AND SAMPLES

GOWANDA, N.Y.
SALAMANCA, N.Y.
ALPENA, MICH.

C. MOENCH, SONS CO.
117 BEACH STREET - BOSTON

BOSTON, MASS.
CHICAGO, ILL.
ST. LOUIS, MO.

THE BEST PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED



Fashion Fit Finish

And these are only three of the characteristics that make McDermott's Shoes for Women leaders wherever they appear.

Be a McDermott dealer and keep in front of the crowd.

The McDermott Shoe Company

Women Shoe Specialists
Montreal

"Going Some!"

Without any spirit of brag, we announce our business for July "very much" in excess of last year.

Why?

Because we are well stocked, give good attention to orders, ship promptly and our prices are always attractive.

A New Line Men's Water Elk Boots 12 inch leg

Have you had this line at \$6.25. It is a "seller and money maker," and we have "sole control." Give us a trial order.

A. W. AULT COMPANY
LIMITED
OTTAWA - - - ONTARIO



*"Where
Quality
Counts
We Win"*



And the quality that is bound to win is the only quality we embody in the making of "Brandon" and "Monarch" Shoes.

So, when looking at the display of latest styles in Men's Shoes we are showing for next Spring, be sure to remember and figure on the standard of the quality that is behind each Shoe.

Our travelers are now showing the range.

BRANDON SHOE CO.
LIMITED
BRANTFORD ONTARIO



“REGINA”

The Mark of Quality



We make both McKays and Welts

Perfect style and workmanship go into every shoe we make before that trade mark goes on.

It is your guarantee of quality.

We show above one of our latest styles. We have plenty more like it.

REGINA SHOE COMPANY, LIMITED
MONTREAL

J. I. CHOUINARD, Sales Agent

Carries **IN STOCK** all lines of shoes made by us





ASTORIA
AND
LIBERTY



Mr. Retailer:

¶ "Clean paper will not refuse ink," somebody once remarked.

¶ We could TELL you a thousand times of the merits of ASTORIA and LIBERTY Shoes.

¶ Telling you would prove nothing if we could not DEMONSTRATE their qualities.

¶ One thousand of your guild KNOW they are the best values in Canada to-day.

¶ Can you, who are outside our fold, afford to stay there? We think not.

COOK-FITZGERALD
COMPANY

Limited

LONDON :- CANADA

UNION FACTORY No. 26

Retail at \$4.50 to \$7 and higher.

SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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TORONTO, OCTOBER 15th, 1912

\$1.00 per Year —In—
Advance

Why Leather and Hides Continue to Advance

Tanners Are Facing a Serious Situation With No Apparent Relief in Sight—An Analysis of the Present Position—Increases Due to Many Causes—How Leading Leather Producers View the Future

Resolved: That in view of the unabated strength—in fact the record price of hides and skins in America and throughout the world from which no relief is in sight, and in consideration of the great and world-wide shortage of cattle and hides, the decrease in range cattle alone being in proportion to the population about 34 per cent., this meeting deems it absolutely necessary and vital to the tanning industry that a further advance on all lines of leather of 10 to 15 per cent. be obtained.—Resolution adopted by Tanners' Section of Toronto Board of Trade on October 1st.

What will be the outcome of the present situation in hides and leather? How much higher are prices likely to advance? Is there any relief in sight? How are tanners protected in the matter of supplies, both present and prospective, and what are the chief contributing causes to the condition of affairs as it exists to-day? These are questions of vital concern to the Canadian shoe industry in all its branches.

There is no man in such close and intimate relationship with the problem as the tanner. His views are, therefore, pertinent and important, as he is daily facing a proposition which apparently is growing more serious and perplexing.

The SHOE AND LEATHER JOURNAL has obtained expressions of opinion from a number of leading leather manufacturers which will be read with profit and interest. Outstanding features are set forth tersely and clearly and the true state of things in the hide and leather market presented in a convincing manner. These views establish the fact that recent advances are due entirely to natural causes and the inexorable law of supply and demand.

The Basic Cause of Present Quotations

"In considering the present and future conditions of the hide and leather market one has not far to seek for an explanation of the present unprecedented high prices of these commodities," observed S. R. Wickett, of Wickett & Craig, Toronto. "As to hides, we all recognize the basic cause of prices, namely the great falling off in the supply of cattle at principal market points; and with fewer hides to offer, by the law of supply and demand step by step prices have been put at a higher point than ever before in the history of the trade.

"As regards leather advances there are other causes than higher hide prices, which necessarily add materially to the

cost of leathers of all kinds as compared with even a few years ago. Tan bark, which not so long ago was bought at \$3.75 per cord at shipping point, has advanced gradually to the present price of \$8.00 per cord, or \$10.00 in our yard. Another important item is an increase in wages for all kinds of help, with shorter hours. Then, too, come in higher cost of many tanning materials such as dyes, tallow, etc.

"You ask 'What of the future?' It certainly looks as if we can look for no recession in the costs of labor, bark, or other important tanning materials. As to hides it will require considerable time to raise the supply of cattle sufficient to overstock the hide market. In the meantime the hundred and one ways of using leather are growing continually, in addition to the normal increase of consumption due to the growth of population. Another factor in the scarcity of leather is the growing demand among nations who, only a few years ago, scarcely used leather, but are now, in following Western customs, becoming large consumers. There will necessarily be fluctuations in the market but there seems very little chance of lower prices. On the other hand tanners are not yet getting prices for leather justified by the foregoing conditions, and it would seem that prices must advance as conditions change.

"Ample statistics could be given to substantiate what we say, but the fact of beef on the hook selling at 10 cents per pound and selected hides at 20 to 23 cents per pound in Chicago tells its own tale."

Concerted Action Must Be Taken

"Regarding the future of the hide and leather problem I see no relief in sight," says Alfred O. Beardmore, of Beardmore & Co., Toronto.

"The supply of cattle and hides has become so exhausted that it will take several years to get back to normal conditions and to restore such normal conditions it may require concerted action on the part of cattle raisers or even Government regulation.

"The season in North America and Europe for poorer hides is fast approaching and there should be a decline in price to offset the inferior quality. October hides are as good as September hides, but they are bringing the same price, which indicates a strong and rising market. For the reason just given the asking price in future should not be higher, but if maintained or even at a small decline means an equally strong market.

If ordinarily prosperous times prevail we can not expect, as stated, any relief or lower prices for a very considerable time. The only condition that appeals to me that would cause a fall in prices would be bad times, when the prices of all commodities decline on account of less consumption,

and manufacturers must necessarily curtail their output. As to skins I cannot speak, as we do very little in them, but from all reports conditions are similar to those of the hide market."

Paying Highest Prices Ever

L. J. Breithaupt, president of the Breithaupt Leather Co., Berlin, declares that they are like other leather men, considerably puzzled, and are obliged to throw all theories to the winds and face the unalterable stone wall of cold facts. Mr. Breithaupt adds:

"That there is a shortage the world over of all lines of hides is an established fact. The great packing interests of America alone have been largely blamed for the advances, and they can readily be trusted to do their share in getting prices up; but unless tanners are willing or obliged to pay the advances, the latter could not be obtained. Hides are duty free in the U.S. and in Canada, but whether imported from England, South America, or any part of the inhabited globe, the same situation faces the tanner, namely, prices higher than ever. In our own case, we are now paying higher prices than ever in the history of our business since its being established in 1857, and we fear the 'end is not yet.' Leather is higher than it was, but must go higher still. Last spring the large sole leather corporation in the United States predicted an advance of 7 cents per pound in sole leather before the end of the year. This statement seemed too ridiculous to be entitled to any thought or credence, but everything is now shaping very strongly in that direction. However, 'time will tell.' Tanners will do well to keep "near shore" in selling their leather as they have everything to gain, and nothing to lose by standing to their prices, which, by the way, are still considerably less than the stock can be replaced at to-day.

"In former years Canadian tanners looked forward to the year of the presidential election in the United States as being the year of moderate prices in raw material, and a good time to 'load up' therewith. In the present year this is quite reversed, and with our neighbor's presidential election but a month off, tanners' raw material is soaring at record prices, which are likely to remain for an indefinite period."

Burning Candle at Both Ends

"Undoubtedly the advance in price has been caused by the demand for leather and the greater number and kind of users of leather, and the increased cost in raising and fattening cattle," observes C. G. Marlatt, of the Marlatt & Armstrong Co., of Oakville. "A few years ago the average size of cattle was much larger than it is to-day. Shipments to Great Britain from America were largely composed of four-year-old steers, but to-day on the market you rarely hear of a four-year-old steer. The three-year-old, and even younger cattle are now being killed. The great demand for and high price of calf skins has increased the killing of calves, so far as the whole world is concerned we have been burning the candle at both ends—killing off the calves and also the older cattle, and so diminishing the world's supply. I see no reason, from the information that I can gather, why hides should not increase in value, and I believe that for a considerable period still higher values will obtain in hides and in leather. Leather values at present are relatively much lower than hide values, and I look for a marked increase in the price of leather."

No Limit To the Advance

"Hides, as you are aware, are at a price unknown heretofore, to tanners, and only yesterday (Oct. 7th) large sales were put through in Chicago, and in many cases, another quarter of a cent per pound was tacked on to previous sales. You ask if we think hides will go much higher. In answer to this, we don't think there is a limit. It simply

means, where is supply and demand going to square itself?" writes J. Sinclair, manager of the Barric Tanning Co., Barrie, Ont.

"Quotations to-day, of hides and skins from the various points and countries, are very misleading to the non-political man, and he wonders why the present state of affairs exists. We have scurried at home and abroad in an effort to get better value for our money and keep pressure on the market in order to keep down values of raw stock, but in all cases we only got what we paid for, and in some cases paid dearly. All tanneries curtailed production, but in the face of all this, raw stock kept constantly advancing, and no stocks carried by either hide dealers or tanners; simply hand to mouth basis the world over.

"The writer was talking to one of the oldest and shrewdest men in the trade, a short time ago, and he viewed the situation like this. For years, he said, as ranches were being depleted and the farmers were depleting the soil, they would be compelled to turn to mixed farming. Such, however, did not materialize, as the farmers wives and daughters of to-day will not milk. The farmer cannot hire farm help that will milk, consequently, the farmer has been driven to use other forms of fertilizers to regain the soil. Consequently cattle supply is decreasing. Population is increasing, and in ten years, twenty-five cents per pound would be a normal price for hides, and fifty cents per pound for beef. Judging from the last decade, the above looks feasible.

"Now, as to leather values, tanners viewed the situation for some time rather skeptically. While hides were advancing, the tanning packers and large trusts seemed content to go ahead and replenish all the stock in their tanneries before they commenced to seek or look for higher values, consequently, leather values only commenced to advance by actual necessity and have gradually been followed up by a couple of paces behind the hide market. At other periods when the raw stock went up, leathers usually stiffened in response, and while scarcely ever did leather reach the high points, it struck an average on the up and down, to compensate the tanner. In this case the situation is entirely different, and we believe conditions are no longer in the hands of the large packer, and they have been as much deceived as the average independent tanner, and the situation was too acute and beyond their scope to handle."

Tanners' Supplies Below Normal

The manager of another leading leather company says: "I think it is quite generally the opinion that the present asking prices for hides are about at the top. As to this, however, no one can of course say. The season for poorer quality hides is now close at hand and unless prices of green hides are reduced it will amount in effect to a decided advance in price over to-day's asking prices. Tanners are not carrying stocks or hides; in fact, probably supplies of hides in the hands of tanners are considerably below normal. There appears to be no stock or surplus of hides at any point in any market. Under these conditions with prospects ahead for full consumption of leather, and an active general business throughout Canada, United States and Great Britain, as well as other principal foreign countries, it appears difficult to see ahead prospects of lower prices than are now in effect. We find difficulty in obtaining supplies of hides suitable to fill our requirements and I venture to state that should tanners as a rule go into the market to-day to buy hides in usual quantities for full working of their plants, the result would be a very marked and immediate advance in the prices of hides and skins. Speaking for my own line of business, there is no profit to the tanner to-day on basis of present highest selling prices for leather and to-day's asking prices for hides, and there appears to be no immediate relief in sight or near at hand, so that there would appear to be nothing for it except a further advance in the figure for leather, unless, meantime, prices of hides in general should recede or the tanner become satisfied to do business without profit. So

(Continued on page 48)

:: :: A WINDOW THAT DEVELOPED TRADE :: ::



The foregoing fall window presents a pleasing and striking appearance. It was recently put in by H. and C. Blachford, Yonge Street, Toronto, and depicted a garden scene. The wall, which was about three feet high, was made from packing boxes. The brick effect was obtained by covering the boards with red crepe paper and the white lines representing mortar are passepartout binding. The flooring was of river sand. The supporting posts of the gate and coping of the brick fence were covered with white sateen. In the garden were artificial poppies and autumn leaves in a variety of tints. The portion of the flooring in front of

the fence was green to represent a greenward. The shoes displayed were evening slippers in satin, suede, patent, kid, with buckles of cut steel and rhinestone, silver and gold slides, etc. The trim was further enhanced in its attractiveness by a fine range of hosiery in assorted colors to match the shoes. Some catchy new high cuts, button and lace, were on view in patent, gun metal, tan and other leathers. The display of pedal toggery for women brought in a large amount of new business. The window was decorated by A. J. Blachford and J. J. Holtze and proved to be a great trade producer.

Buying Your Goods So As to Ensure a Profit

This Means the Keeping and Using of Facts Instead of Theories—It is the Constant Turnover of Live Lines Which Swells the Revenue—How Some Far-Seeing Dealers Manage

By A. M. BURROUGHS

The goods it pays to handle are the goods which go fast.

A haberdasher in Chicago has built his business to the point where he averages a thousand sales a day in a little store 40 feet square—a gross business of more than \$200,000 a year.

In this little store he keeps a wider variety of goods, and makes more real net profit than most stores with five times his space and ten to fifteen times his capital and expense.

The secret of his success is in the small amount of stock which he carries of each line and the frequency with which he turns his capital.

He plans to keep just one day's supply of stock on the shelves and in the show cases. Every night his stock is replenished just enough to replace the goods removed by the day's sales.

Accurate Record Every Day

Accurate records for several years have enabled this merchant to know almost exactly how much he will sell of every line each day, and to make arrangements in advance for this sale.

He keeps a two weeks' supply of each line in his stock room on the fourth floor, where rents cost him very much less than he pays on the first floor.

Each night he sends down to the store just enough of each kind of stock for one day's business.

Quantity Contracts with Jobbers

By knowing almost exactly how much goods he will be able to sell of each line, he is able to make quantity contracts with his jobbers on many lines, at quantity prices, with semi-monthly deliveries and monthly bills. He pays after he sells.

If his records show, for instance, that he will need 1,000 shirts of a certain size, his order to the jobber or manufacturer will be for 1,000 shirts, delivered in quantities of three dozen every other week.

Every month he gets a bill from the manufacturer or jobber for six dozen shirts. But, he has probably sold five dozen of them before the bill comes, so he can take the discount with money he has already received from the sale of the goods.

He invests \$10 a week in salary for a young woman who gives her whole time to tabulating sales and expense figures.

The report this young woman gives him every day shows not only the number of sales for that day of every line of goods carried, but it shows also a comparison with the preceding day, with the same day of the preceding week and the same day of the preceding year.

If you ask him, "How's business," he can tell you, for he knows. He doesn't guess at his figures.

\$10. a Week for Reliable Data

It costs him \$10 a week, a sum which would scare some retailers, but it enables him to do a gross business of \$4,500. a week on a capital that is less than some retailers use to do a business of \$100. a week.

The Maypole Dairy Company, with 742 stores scattered all over England, handles its vast business in exactly the same way.

Every night each of the 742 stores telegraphs or tele-

phones the exact amount of sales of each line to the home office in London.

The home office immediately ships to each store just enough goods to put the stock back where it was before the previous day's business.

When this company opens a new store it puts \$1,000. into carefully assorted stock, limited to the lines which records show will sell readily. Then an amount is added each day to keep the total up to the original stock.

If, at the end of the day, the manager wires that he has sold \$500 worth of goods—his message giving the amount sold in each line—the home office will immediately ship him \$500 worth of goods, bringing his total back to \$1,000.

This wonderful chain of stores turns its capital more times in a week than the average retailer turns his capital in a year.

Turning Original Capital Over 130 Times

Starting with an original investment of \$1,000., some of these stores do a business aggregating \$200,000. a year—one hundred and thirty or more complete turns of the original capital in a year.

With very small profits on individual sales, enabling the stores to take business away from competitors, this company last year paid dividends on all its capital of two hundred per cent.

Every one of these stores is required to keep exact records of the sales of every kind of goods carried.

They are very simple records—just a number for each kind of goods and another number for the amount of each sale—but they are a wonder of completeness.

A certain cigar store in New York has one customer who likes a particular kind of cigar, the retail price of which is \$4.75 a box.

The store carried only two boxes of those cigars in stock, at first until the demand increased. When this customer bought one of the boxes, which he did regularly every two weeks, another box was ordered. This kept the stock always at two boxes.

On this one customer this one store did a gross business of \$123.50, in one brand of cigars, with an investment of \$6.50—supposing each box of cigars to cost \$3.25 wholesale. This is about 13 complete turns of the capital invested.

If this store hadn't kept records so that it could always know where it stood, it would likely have bought a dozen boxes at a time—increasing the investment, reducing the number of times the capital could be turned, and letting the cigars get stale.

There is a chain of furnishing goods stores in St. Louis which, through careful buying, succeeded last year in turning its entire capital fifteen times.

This is an impossibility except under scientific management—which means simply the keeping and using of facts instead of theories.

This chain of stores buys all of its goods in St. Louis where it can get quick delivery and can buy in small quantities.

Some of the lines are turned every week; several more every month, and the entire capital at least fifteen times a year.

95 Per Cent. of Retailers Overbuy

A big wholesale house in St. Louis estimates that fully 95% of all retailers overbuy. This wholesale house, unlike

many others, urges its customers to buy in small quantities and buy often.

A bright salesman with his eye only on the orders, urges the retailer to stock up in anticipation of a raise in prices, or to get an extra 5% discount.

The overhead charge against the 11 dozen cans of tomatoes on the shelves which don't move quickly eats up the 5% extra discount on the 11 dozen, and the 10% which the merchant makes on the one dozen he succeeds in selling.

If a merchant buys in very small quantities, he can't lose much if the goods don't move. If they do move, he

has the money in hand with which to discount the bills when they come due.

The man who started in business with \$5,000, and buried half of it in the ground, was better off than the man who buries half his capital in dead stock which don't move.

The man who buried his money in the ground didn't pay out the profits he made on the other half to keep it in the ground; the man with half his capital in dead stock has to pay rent and all of his cost of doing business to keep this dead stock on the shelves.

—A chapter from "A Better Day's Profits," copyrighted by the Burroughs Adding Machine Co.

Specific Suggestions for Improving Retail Ads.

What Constitutes Good Display—A Concrete Example Given—How Important It Is—Value of Talking About Specific Matters in Each Ad.—Generalization Does Not Pay

In this little talk on retail advertising we will specialize exclusively on non-illustrated ads. Perhaps one cannot do better in criticizing the display in the ad. of Stollery & Boozey than to rewrite this ad., setting it up in the proper manner for artistic display.

Note the differences here carefully. The original ad. tells the story forcefully enough, but because of its set-up does not get the same attention as it would were it set up after the manner of the revamped ad. It all boils down to a matter of what good display is, and here the average merchant has plenty of ideas of his own, but the trouble is in many cases such ideas are not founded on a proper appreciation of good display.

Display A Matter of Contrast

To put it in a nutshell, good display is a matter of contrast, and there is little or

no contrast in the original Stollery & Boozey ad. It is a hodge podge of large and small black face type sandwiched in any old way at all. This, of course, is the fault of the printer, and it is just such faults that the average merchant needs to watch closely. The revised ad. shows a proper contrast between copy, heading, and firm name and address, with the matter rearranged a little and proper emphasis given to the most important points. In daily ads such as this probably is, it would be just as well to confine attention in the one ad. to one particular feature of the advertiser's service. In this case repairing could be featured exclusively.

Expensive Use of Space

Meehan & Regan's ad. is the kind of an ad. that uses up space without saying much. There is no virtue in the amount of space given to the word "shoes," and, moreover, shoes do not generally "captivate" people, although this little exaggeration is probably allowable when an enthusiastic merchant is speaking of his own goods. It would be far better for Meehan & Regan to use some heading such as "Natty Oxfords for Spring," or "A Line of Splendid Bluchers," and go particularly into these or other special lines in each ad., preferably one line of shoes to the ad. This firm undoubtedly have the shoes, and it pays to let the people know just what they have.

This double mourning border is not just the thing, as it is too much like a funeral announcement—just the opposite impression to the one a live merchant wishes to

**WE
REPAIR**

your shoes in less time
and a little

BETTER

than the other fellows.

**4 EXPERT REPAIRERS
And Five Machines**

No extra charge for
wetting soles.

We also carry a large
stock of boots, shoes and
rubbers.

STOLLERY & BOOZEY
Champion Shoe Repairers
Opp. G. C. Phone 488

SHOES

THAT CAPTIVATE

At first sight are the kind you'll find at Meehan & Regan's. They are constantly on the watch for the very latest there is in artistic shoe making, so that you may depend you are in fashions swim when you buy your shoes at

Meehan & Regan's

create. A single-rule border, preferably with round corners, would be quite sufficient. In the firm name the "N" in Regan is from the wrong font of type—a mistake which

Expert Shoe :: Repairing ::

¶ We have four expert repairers and five machines always on hand

¶ Naturally we can repair your shoes better and more quickly than the man without these facilities.

¶ We make no extra charge for wetting soles.

¶ GIVE US A TRIAL.

Stollery & Boozey
Champion Shoe Repairers

Opp. G. C.

Phone 488

any accurate printer should see at once. Also there is no apostrophe between the "n" and the "s" in "fashions."

\$2.95

Will buy any pair men's low shoes in this store worth \$5.00 and \$6.00.

McCANCE

GIVING

MEN'S

SHOES AWAY

Hundreds of people have said to us we're almost giving our low shoes away. Think of it \$5.00, \$6.00 men's low shoes only\$2.95

\$2.95

Only reason, and our season nothing carried over.

"AT McCANCE'S

All Panamas, half price

This is only a small error, but it is the kind that jars on particular readers.

McCance's ad. displays the price well, but rather overdoes it in making the statement that the firm is giving men's shoes away. Such a statement antagonizes a discriminating buyer at once, and it is far better to state that shoes are being sold below value than to state that they are being given away. A better heading would be "Men's Oxfords—\$2.95," as this gives the gist of the whole story at once. The rest of the copy is

alright, but being run without border, and in the same style of type as the reading matter around it, it is more likely to be overlooked than if a border, about 3-point, round cornered, were used. It would also be as well to put the address of the firm below the firm name, and to cut out any mention of panamas in an ad. devoted mostly to the shoe department.

Show the Shoes You Advertise

When you advertise a certain shoe and a customer comes in and enquires for it, do you have your sales force instructed to speak up promptly, and bring along that shoe? If not, you are giving him a poor opinion of your store, and are apt to lose instead of make a customer. If a person reads your advertisement and then comes to your store and finds that the clerks know nothing whatever about what is advertised for sale, the customer is liable to think the advertisement to be planned for the sole purpose of drawing customers to the store in the hope that they will purchase something. It is the duty of the sales force to familiarize themselves with the advertisements of the firm, and the manager or proprietor should see that they do so. It is a common thing in some shoe stores, and particularly in the larger stores which do much advertising, that the clerks do not trouble to find out what has been specially advertised for the day. When a customer who has seen the advertisement comes in to make inquiries, the clerk wears a puzzled look and has to enquire of others as to the particulars of the advertisement. Such slipshod methods are the ruination of good business, and a clerk who does not take enough interest in his line of business to know what his firm is advertising and pushing, should be given a chance to earn his living in some other way.



THE FORMER FRONT OF THE OWL SHOE STORE, TORONTO

Installing a Novel Front on Busy Thoroughfare

Tearing Out the Old Window and Putting in New One Cost \$1,200—How the Work was Carried On—
Some Original Ideas Embodied in the Attention-Compelling Window

"I believe that a shoe retailer's windows are the best advertisement that he can have. Providing his displays stand out prominently, he is sure to get fine results. I can already notice an appreciable increase in my trade since the front of my premises has been changed."

So declared Mr. Ed. Cook, proprietor of the Owl Shoe Store, 123 Yonge Street, Toronto, who has just installed an elaborate and imposing front at an outlay of \$1,200. The accompanying illustration affords some conception of the beauty and impressive character of the Owl windows. The former front was by no means out of date, but did not answer the purposes or measure up to Mr. Cook's ideal. Yonge street space on the basis of per foot frontage is a mighty costly item. The Owl store has only 13 feet frontage and the proprietor was determined to make the best available use of it. He sat down one afternoon and drew up a rough plan of what he thought would be a decided improvement by placing a door in the centre, having a deeper entrance and at the same time possessing double the window display that the old exterior afforded him. He submitted the diagram to a con-

tractor, who at once grasped the idea which Mr. Cook wanted to carry out and in a day or two returned with a model of the alterations. A price was submitted for the work and the contractor told to go ahead.

The present windows are twelve feet deep and five-sided. At the bottom is a six-inch base of pink Tennessee marble. The flooring is quarter-cut oak and about two and one-half feet from the bottom there is a small ledge on which more flooring is placed. This is of a portable character and furnishes double the space for display purposes. The portable flooring can be easily removed at any time.

Mr. Cook believes that the area below the bottom of a window is frequently not used to good advantage and has, therefore, arranged so that each of his windows possesses double facilities. The front is brilliantly lighted by thirty 100 candle power Tungsten lamps. The entrance to the doorway, which is three feet wide, is tiled in white and brown, and the name "The Owl Shoe Store," and the street number appear in brown. Overhead is an arc light. At the back of the windows are hinged doors, so that the trimmer may enter



THE NEW FRONT OF THE OWL SHOE STORE, TORONTO

very easily. The ten panes of plate glass are held in position by steel supports. The outer color is a dark grey and the woodwork of the interior is in French grey.

Tearing out the old front and installing the new occupied less than ten days, so expeditiously was the work carried on. There was practically no interruption to business and since the alterations have been completed, there has been a decided increase in the trade.

Mr. Cook is a thorough believer in bright and attractive premises and a number of interior improvements have been effected. The single carton shelves have been extended to the ceiling, a bicycle ladder system installed and other changes made. The uniform, hinged carton system prevails throughout the store, which is one of the best appointed and progressive establishments in the province. The Owl caters exclusively to men.

Easter Sunday Falls Very Early

An important fact for the shoe retailer to remember is that Easter comes very early next year—much earlier than it has for several years past. The date is March 23. This year the date was April 12, so that the festival of 1913 will be celebrated fully two weeks ahead of what it was in 1912. As this is generally a harvest time with retail shoemen—an occasion when they present all that is new and catchy in spring goods—they should see the advisability of placing orders now and make provision for early deliveries. The man who has his spring goods on hand, opened up and nicely displayed for Easter is the one who is going to capture the trade. He will be in a position to take full advantage of the period of activity and equipped to meet the varied demand of his customers. It is, therefore, highly important that footwear merchants should remember that Easter Sunday falls on March 23rd. Don't let this fact escape your memory when placing your orders for spring stock.

Early Closing Knocked in the Eye

The early closing movement in St. John, N.B., got a setback from which it is not likely to recover, for some time at least, on Tuesday last, when a plebiscite was taken and the proposed law was defeated. If it had carried all shoe stores, shoe repairers, with other retail stores, except a few specially exempted classes, would have had to close at seven o'clock in the evening instead of regulating their hours to suit their own convenience and the demands of their customers, as is the custom at present.

The agitation for the early closing has been carried on vigorously for several years and has resulted in the correction of some habits of late hours which have undergone reform with apparent satisfaction to everybody. The results achieved were not sufficient to satisfy everyone, however, and when everything had been done that could be accomplished through persuasion and argument the association sought to achieve the rest of the aims by law. They were successful in having a by-law passed which required all stores to close at seven o'clock but the bill was not drawn as carefully as possible and after several charges of violation, of the countless number which occurred, were thrown out by the police magistrate as conflicting with existing laws and it became evident that it could not be enforced, the Common Council was forced to repeal the law.

The advocates of early closing were not disheartened, however, and set about the preparation of a new law that would meet the objections which had been made to their first effort. In the meantime the city had adopted the commission form of government and it was a set of five commissioners, instead of the old common council, with whom they had to deal. The commissioners, after careful consideration, decided against the petition for the enactment of the new law.

There was still another string to their bow, however. This was the initiative provision of the new city charter which enables any group of citizens to demand a vote of the electors on any proposed legislation, provided their petition bears the name of a certain proportion of the voters. Four-

teen hundred names were required, but the association diligently set to work and soon had the required number. In accordance with their petition the early closing law was submitted to the electors on Tuesday last.

Comparatively little interest had been shown in the matter, except by those whose interests were directly affected, and only 2,617 votes were cast. Both sides had some organization and brought out as many votes as they could but the issue seems to have been settled largely by the voluntary votes of working people who wished to preserve their opportunity to make their purchases in the evenings.

The proprietors and clerks of some of the leading shoe stores were among the more active promoters of the movement but were opposed by the proprietors of smaller stores, many of whom sell shoes in connection with other lines. The clerks were fighting for shorter hours and the bigger dealers were in favor of anything which would prevent them losing their trade through their observance of shorter hours. As a result of the vote, which gave a majority of 481 against the early closing bill the majority of the big stores in the central or business portion of the city continue to close at six o'clock and the other residential or outlying sections will continue to keep open as late as they wish.

The Death Knell of the Low Shoe

Wear 'em out for the last time, then say good-bye to your comfortable summer "kicks" and heave them out of the window at the midnight yowling cat, the barking dog, or some other nuisance. Unless you do this, or hide them under the bed, or toss them on the ash heap, you are going to be in disrepute, for the edict has gone forth: Monday, September 30, is the last day on which you may wear low shoes. After that—look out, says the Calgary News.

It is the shoe retailers of Calgary who have issued the edict, and their decision is irrevocable. There will be no extension of time. September 30 is final. On October 1 you are supposed to blossom out in new "kicks," and your summer footwear has to go in the discard. Cold feet, that tired feeling, rheumatism, pneumonia, and, worst of all, that pitying glance of surprise from passers-by are among the penalties for those who do not heed the warning, but the retailers are adamant.

They had a nice little meeting in a nice little room on Saturday. It lasted half an hour, and there was an emphatic "No" when it was suggested that possibly, by going to Mayor "Johnnie" Mitchell or Chief of Police Cuddy, 15 days' grace—the courtesy always extended to the old straw lid—might officially be sanctioned. These civic officials may sit in high places, and may or may not have something to say about the old straw hat or the governing of civic affairs, but when it comes to the covering of the pedal extremities, Old Dame Nature and the Retail Shoemen's Association have a combination that has a Yale lock blushing for shame. Even the utterances of the Governor-General of the Federal Parliament would not feaze this combination, and it is decreed that the low shoe must go.

Almost every fall ailment, from red nose to spinal meningitis, from toothache to baldness, may be traced directly to the wearing of a low shoe after September 30, say those who know. They further their contention by emphasizing the fact that the ankle is one of the most delicate and important nerve centres in the human body. If you don't believe this rap your ankle sharply with a stove poker, hit it against the side of a brick building or let your next door neighbor kick it and demonstrate to your own satisfaction.

But that is getting away from the point, which is, that the low shoe must go. More low shoes have been worn during the past season than ever before but the death of the near-white canvas slippers and the see-more-feet-than-shoe trade centres open to represent them.

A Toronto firm of high-class boot and shoe manufacturers are anxious to enter the United Kingdom market, and desire to get in touch with boot factors in the principal trade centres open to represent them.

It Is the Little Things That Often Count the Most

The Splendid Possibilities of Findings and Their Effect on the Shoe Trade—A Few Pointers for the Dealer Who Believes in the Cash Conversion of the Means at Hand

By GEORGE E. GIRLING, Edmonton, Alta.

All about the little things.
Do they pay?

During my many years' experience in the shoe and leather trade the question of whether it did or did not pay to handle shoe findings specialties has always been considered by a large number of shoe retailers and men's furnishing stores, to be too insignificant and unprofitable to pay much attention to. Their chief concern seems to be how to make big money and exclude the small items of merchandise which, by the way, are essential to every store, if for no other reason than to oblige those who patronize the store.

A Threadbare Excuse

A very popular excuse for not carrying "shoe findings" is "There is no money in it." One of the reasons for this excuse is that many storekeepers are not interested enough to find out what there is in it, there being at least 50 per cent. and on some findings specialties 100 per cent profit to be made. Another excuse frequently made is, "The sales are small." The only way to cure this complaint is to bring out those laces, arch supports, button-hooks, shoe trees, polishes, etc., from under the counter, or whichever hiding place it may be. Make an attractive display in as prominent a part of your store as possible. Create interest in your wares. Make your goods act as a magnet to draw your patrons. The desire to obtain will soon follow.

The writer, a few days ago, sold a storekeeper some lace holders, with the idea of stimulating and encouraging him to extend his business along the findings line. On entering the same store a week or so later, I looked around for improvement and found the lace holders with the laces fixed neatly into the holders, in the far corner of the store quite hidden from public view. On asking the reason why they were secreted away I received the answer, "Oh, we don't sell many, customers can ask for them anyway, if they want them."

Another store was visited and this time the reply was, "We don't want any laces, we have lots hanging up there." On inspection, I found this to be quite true, but they were the commonest laces I ever set my eyes on. I suggested that while he might give that kind away, he could not possibly sell any because of the poor quality. This clinched an argument for a good quality lace order. Three other stores were visited afterwards. It hardly seemed creditable, but not one of them had a tin of shoe polish in stock and each one made the excuse, "There is nothing in findings."

Why Dealers Are Listless

These are only a few reasons why findings do not pay. No interest, insufficient stock, no stock, goods hidden from view, cheap and common merchandise.

It is surprising what an attractive display of shoe findings will accomplish in the way of drawing business to the store. There seems to be a general weakness on the part of some storekeepers to imagine that it is only the big and expensive merchandise that will attract attention. See how the notion counter in a large departmental store will draw the crowd. Do not forget that it is the seemingly insignificant everyday sellers that count, and that help to sell other goods. The public need constant reminders; otherwise they forget their little intended purchases and wait longer for them than they otherwise would. This waiting means a loss to the retailer, and would amount to a large sum in the course of a year, so push your small goods and exhibit them.

When Findings Do Pay

Some reasons why it pays to carry findings are: Because when a patron buys a pair of shoes he would invariably

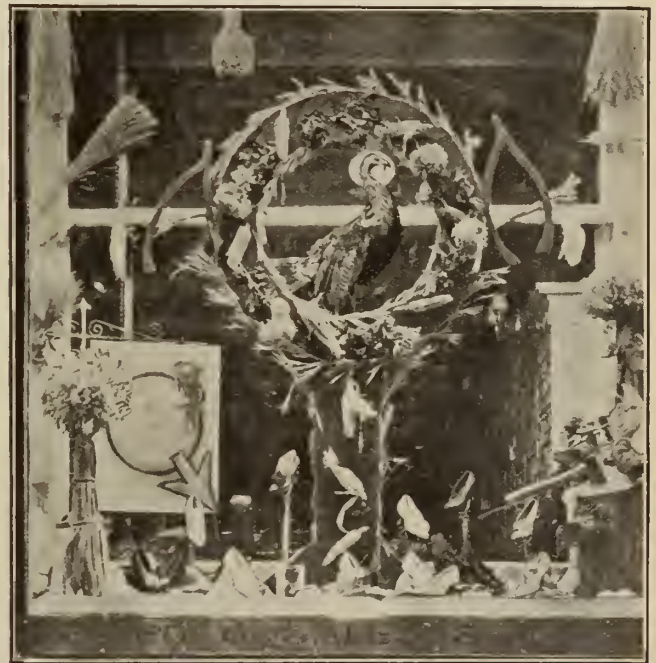
rather buy his polish at the same time and store. It appeals to him that the shoe clerk should be able to recommend the most suitable kind of polish for the shoe, or it may be a pair of shoe trees the clerk can introduce, that will give longer life to the boots, keep them in better shape, and prevent them from cracking, thus giving better satisfaction to the wearer, which means a return visit to your store. Then again, your patron may need arch supports. It is up to you to know this, and to introduce them, and put a little personality into your salesmanship.

There are still thousands of the public who do not know of the existence of arch supports, and the benefit derived from wearing them. The same may be said about storekeepers. These are one of the small things (there is a splendid margin of profit in arch supports), and it is a mystery to the writer why the retailers do not grasp these opportunities and bring them well to the front.

The Store With a Real Service

Then again, the public will patronize the store that gives them real good service, by carrying these every day and

A Catchy Thanksgiving Day Window



Here is a striking and attractive Thanksgiving Day window which is the handiwork of A. A. Daoust, of Geo. G. Gales & Co., Montreal. It affords some suggestions to the retailer for an appropriate trim.

The large circle in the centre is covered with brown canton flannel, on which are tacked wheat, ears of corn and chrysanthemums of different colors.

A strong electric light with reflector is used to throw a light on the turkey which is seen in the opening. The form of the window is covered with bunches of wheat and oats.

In the right hand corner on a real tree trunk is another turkey laid flat and right next to it is a small hatchet to emphasize the killing of the bird. The bottom of the window is also covered with brown canton flannel, and large bunches of wheat are used standing in the corner.

useful shoe specialties that make their sales interesting and instructive for your mutual benefit.

Shoe clerks and retailers must keep ever foremost in their minds that it is the small things that lead to the big things, and that the store that carries in stock the right kind of shoe polish, laces or other sundries, is the store that will be known as the store of good service, or the place where you get what you ask for without having to try elsewhere.

A One-sided Viewpoint

I might add that we find the departmental and other large stores will make a special effort to push findings and the small articles, but the chief trouble is to convince and prove to the average shoe man (I mean the retailer who manages his own store and who has, perhaps, only one or two clerks) that it is as profitable and to his advantage to carry in stock, and to make a special show of small goods. One of our leading shoe men only last week, in a talk about infants' soft sole shoes, said how he wished he could do without them because he could make so much more profit while selling one pair of gent's shoes. Now you see the spirit that prevails out here. It is big money that the retailers are after with no more thought for the necessities of their customers' wants than they can possibly help. Another retailer went so far as to say, in regard to the same goods, "When we are busy, we are out of them, and when we are not busy we do not mind serving them."

Get the Dealer Interested

A favorite method of mine to push the sale of such goods as shoe trees, etc., is to get a retailer to take any one of a size of any article. By this means he need not carry a large stock, but the chief idea is to get him interested. This is a very successful method as he soon wants to fill up his sizes, and usually leads to his carrying a larger stock. The tendency is when offering to sell some retailers large quantities of even low-priced specialties they get frightened at the quantity. This is why I find the greater success with the method referred to.

Talk the Language He Knows

Says a Veteran Who Has Sold Goods on the Road for Thirty-five Years

"When you want to convince a man, talk the language that he knows. This statement may sound rather trite on the face of it, but many a traveling salesman, when he goes in to try to sell a man, talks abstractions and generalities. The ordinary retailer has one hobby—his store; and one thing that he knows from start to finish—his stock. You have often heard a retailer say to someone going by, as though it were a capital crime, 'That man doesn't come in any more.' When the dealer says this he is only thinking in terms of his business.

"I applied this principle of talking in terms of the business to the stock, and now when I am selling a man a bill of goods the first thing I do is to feel him out on the stock he has. I find out what items are good sellers, what items he makes a big profit on, what items he handles at a small margin, and then no matter what objection he comes at me with, I am ready for him. If he says the house makes too large a profit I grab up an item out of his stock and say, 'But on this you make three hundred per cent. profit. We make, say, one hundred per cent. on this same item that you kick on. Seems to me you are just three times as bad as we are.'

"Then if the dealer says, 'I'd handle this item of yours but it gives us too small a profit,' I go to the stock again and say, 'Here, you've handled this item for the last twenty years and it doesn't give you one-half as much profit as the one you are turning down on me.'

"These are specific examples of how to get a man's mind running in the groove that it is used to. You can prove almost anything about your line that can be proved, merely by going to the right item in your prospect's stock and using it to illustrate the point you want to make."

He Is After Makers of Shoddy Shoes

The man who buys a pair of pants has the right to know whether they are all wool, part wool or all cotton. The mother who buys a suit of clothes for her little Willie has the right to know if those clothes are shoddy. Anybody buying a pair of shoes has the right to know if the soles are paper.

The "pure food" laws ought to be amended to include "pure" shoes too.

If it's wrong to label butterine as butter, glucose as maple syrup, and whiskey as patent medicine, then it is also wrong to call shoddy "all wool" and imitation leather shoes "calfskin."

Those, in brief, are the planks of the platform of Frank Linquist, of Greenville, Mich.

Now, possibly if it hadn't been for a certain "bawling out" a truck driver did 10 years ago, Linquist would not be engaged in the only original mail order campaign now engrossing the attention of the people.

But he did get that "bawling out," did Frank C. Linquist, and being a Swede, it naturally occurred to him to take offense, and quit.

With \$40. in his pocket and a wife and two kiddies trailing along, Linquist moved to the country town of Greenville, Mich. With his \$40 and unlimited nerve and a wonderful liking for work, Linquist built up a great mail order business out of a little two-by-four notion store.

Now he sends out more than 10,000 letters a day. On each letter is one argument setting forth the desirability of trading with the "Man from Michigan," as he calls himself, and another elucidating the value of a clothes and shoe inspection and labelling law.

He tried to get a congressman to introduce a bill forcing manufacturers to stamp their goods showing what the stuff is made of.

When he couldn't find a representative willing, he announced himself as a congressional candidate from the 11th district. Without a machine, without newspaper support, without consulting a single politician, Linquist threw his sky piece in the ring.

He wrote 192,000 letters to the 32,000 voters in his district. Thus ran the general tenor of his correspondence:

"The common people need the protection of a pure fabric and leather law.

"Not a member of Congress will present a bill to that effect.

"Therefore I am running for congress.

"And I want your vote so I can vote for a bill that will put better clothes and better shoes on you and your family.

"Do I get your vote?"

Thousands of answers piled in.

"Go to it!" they read, "we're with you."

Primary night rolled around and Linquist finished several laps ahead of Congressman Dodds for the Republican nomination.

So sure is Linquist of election that he has already written what he says will be the first bill introduced in the next congress—the "Linquist pure fabric and leather bill."

And from now until then he will "mail order" 10,000 people in America every day with a plea that they write to their representatives in congress demanding their support for the pure fabric and leather bill.

"There'll be more than 2,000,000 letters demanding the passage of my bill, awaiting the members of the next congress in Washington when I get up to start the fireworks."

"I know that the laboring classes have been imposed on by makers of clothing, boots and shoes. They think they are getting a substantial article, and pay for it,

"Shoddy and imitation leather will pass out of existence so quick it will make our heads swim when once they are labelled 'Shoddy' and 'Imitation leather.'"

When Customers Bought Shoes by the Bagful

Hamilton's Oldest Retailer Recalls Interesting Selling Methods and Quaint Stockkeeping Plans—A Career of Forty-nine Years in the Trade—How Conditions Have Changed for the Better

"Often my expenses amounted to more than my commission for selling shoes and at the end of a week's or fortnight's journey I would find myself out of pocket. I tell you that it was hard work traveling in those days. I covered Western Ontario for a Quebec firm—Hamilton to Windsor mostly with a horse and rig and carried the samples on the back. Commissions were low and sales slow, while it cost money to drive around the country over all kinds of roads and in all sorts of weather."

Robert Wilson, Hamilton's oldest shoe retailer, was talking of old times. Although he will be eighty years of age



ROBERT WILSON

next March and this month celebrated his forty-ninth business birthday as a shoe dealer, he is no pessimist. He believes that present days are better than the former ones, that business methods have improved, that merchandising plans have made progress and that the mark of perfection in the shoe trade is coming nearer with the passing years. Comparing retailing conditions with those of forty and forty-five years ago, Mr. Wilson says that they are much pleasanter and involve far less work.

He Began on the Bench

This veteran merchant secured his first job with his brother George, who was a manufacturer in Quebec, and afterwards went into the retail line. It was there that Robert Wilson gained his initial insight into shoes and worked hard on the bench for a couple of years. Forty-nine years ago he left the ancient capital for Hamilton, which was then little more than a struggling village instead of the hustling, live city with a hundred thousand population that it is to-day. He opened up a small repair and custom shop on John street south, on the site now occupied by the Buntin, Gillies Co. paper warehouse. He also carried a small stock. The business of made-to-order boots was then in a flourishing condition and Mr. Wilson had at one time twelve men in his employ. He has occupied four different stores on King street and moved into his present attractive and well kept stand at 73 King street east nine years ago. He has always kept a well selected stock and attributes his success, in the footwear line (although he has had his ups and downs in business like other men) to the fact that he always told the truth about his goods and was honest in his relations with the public.

He is a man of few hobbies. Always fond of a good horse he has always owned one. When the weather is at all favorable he goes for his daily drive and sometimes covers as much as twenty miles or more in an afternoon. Once he was kicked by his horse and had an arm broken. This was about twenty-one years ago. He had to give up a position on the road and return to the retail line in consequence.

Buying Boots by the Bagful

"Yes," he remarked, "I well remember when we kept all the goods, even the finest ones, on open shelves and in bins. The man who paid three dollars for a boot in those early days was really going to the extreme and was regarded as a very tony dresser. He thought he was buying a little something extra and so he was. Colored tops and copper tips were attributes of fashion on many lines. A woman's shoe which sold at two dollars was the best we carried in stock. Glove grain, buff, shell cordovan and prunella were the fashionable materials. When the stitching was particularly fancy or the fly of a button boot had huge scollops it was reckoned as decidedly attractive and commanded more money. Many a farmer would come in from the country and, after disposing of his produce on the market, would saunter into my store with a grain sack or carpet bag. He would have a list of the sizes which he desired and tell me to pick them out and put the whole collection into the bag. There would be size 9 for John, 6 for Mary, 3 for Matilda and 4 for Willie, and 5 for mother. No fitting was done in that case and shoes were handed over the counter just like a grocer or hardware man gets rid of his stock. The long boots then so much worn hung from a line at one side of the store and the sizes were marked in chalk on the soles. When a certain size was desired you gazed up at the chalk marks, got out your pole and fished down a pair. Practically every shoe dealer handled trunks and valises and these were kept on top of the shelves, near the ceiling. When a customer wanted a trunk you told him to look at the selection along the fixtures and when he saw one which he thought would answer his purpose, you climbed up and yanked down the weighty article. A big business was done in this line. Until a few years ago we always kept several men cobbling shoes and the credit system was largely in vogue."

A Veteran's Daily Routine

Mr. Wilson can recall many other reminiscences of the early days of shoe retailing in the Ambitious City. He was born in and educated in Belfast, Ireland, and still enjoys good health notwithstanding his ripe old age. He comes to the store two or three times a day and still looks after the banking and signing of the cheques. Some of his oldest customers will walk in and will not allow any one else to attend to their wants. They then take whatever he recommends. He is a diligent reader of the daily papers and follows closely all current events. Mr. and Mrs. Wilson recently celebrated the forty-ninth anniversary of their marriage. They have a family of seven children. Two of the sons are actively connected with the business. Charles E., who has been in the store about twelve years, supervises the women's department, and Arthur L., who looks after the men's wants, has been in the shop about seven years. Two other sons, Harry and Robert, reside in Hamilton. There are also three married daughters living in the Ambitious City. The only unmarried member is Arthur L. Wilson.

An Advocate of Early Closing

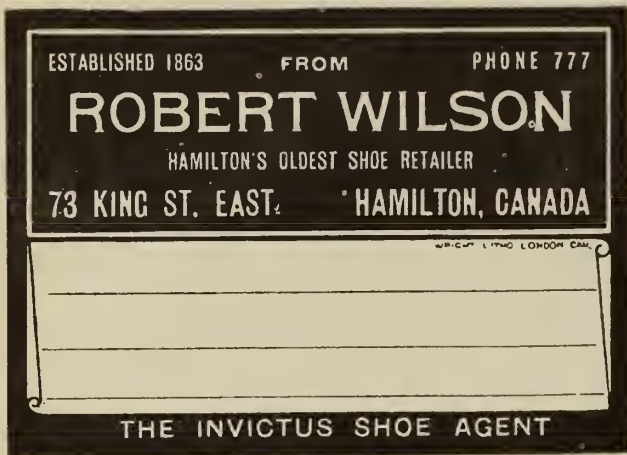
The firm has been an advocate of early closing, and this summer, along with several others in the retail line in Hamilton, shut up on Tuesday, Wednesday and Thursday nights at six o'clock. A petition asking that an early closing by-

law, which was first favored by the city council, be put into effect, was signed by a majority of the shoemen of Hamilton. Some of them weakened subsequently and signed a counter petition. Owing to the fact that the trade was divided, the civic daddies took no action on the matter and left the question to the discretion of the dealers. With many others Mr. Wilson observed early closing. In a notice sent to the trade he said: "Of course you will notice a difference in receipts for a short time, but early closing will eventually come and I

tightly and retarding the circulation to the extent that boots often do.

A better circulation of air is also afforded the pores of the feet and ankles, without loss of the proper degree of protection from cold.

It is anticipated that men who follow the style trend will also look with favor on the overgaiter this fall, as the vogue has been already started here this spring by observers who follow the styles in Paris and in London, where they are now worn to a considerable extent.



THE LABEL OF THE HOUSE

firmly believe after it has been tried three months we will not want to go back to continued slavery of hours as before. There is not a town in Canada where shoe stores keep open every night as ours do, so why should we? I sincerely trust you will allow your name to stay in favor of early closing."

The experiment was observed by the firm which has no desire to return to keeping open nights during the summer. The six o'clock closing regulation on the three nights of the week was followed for four months. The store now stays open until nine o'clock, but the early closing will be observed again next summer.

The many friends of Mr. Wilson hope that he may live to enjoy many more years of connection with the trade whose best interests he has at all times sought to uphold, and it is pleasing to record that the volume of business done during the past year has been the largest in the forty-nine years' history of the firm.

The Return of Overgaiters

The trend of fashion in women's garments indicates the return of overgaiters to general favor this fall, says an exchange. Many prominent retailers who watch style developments closely, have expressed themselves as foreseeing a return of the gaiter vogue, and are prepared to meet the demand.

The previous call for overgaiters fell off when short skirts came in vogue. The change to greater skirt lengths this season is one of the principal reasons given for their return now.

The tendency for contrast in footwear which is expressed in the demand for boots made of dull calf and patent with colored cloth or suede topping also favors the use of overgaiters to produce a like effect. Overgaiters fit and look best when worn with lace Oxfords.

With this in view, there is a good opportunity for retailers to clean up a good many Oxfords that they might otherwise carry over, by promoting this idea in their windows and in their advertising.

Manufacturers are showing some new and very attractive shades of color in overgaiters, particularly in brown hues to match tan leathers. White overgaiters are also shown for use with patent leather.

There is much to be said in favor of overgaiters being worn for practical hygienic reasons. They afford excellent protection and warmth to the ankles without binding them

They Are Off to a Good Start

The new shoe firm of Richardson & Hunkin, who recently began business in Brandon, Man., are doing some live advertising. The matter is brightly written and appropriately illustrated. A portion of their opening announcement reads:

"We respectfully announce the opening of our new store and cordially invite all to come in and see our stock of new boots, shoes, rubbers, gloves, etc. The goods which we will show you were not sold to us, they were bought by us from the best manufacturers in the business. The entire stock was selected with the utmost care, every pair having to stand the severest test of wear, comfort and style, so that none but the most serviceable and reliable boots and shoes can be found in our store. The prices which we make on our shoes are honest prices—what they are worth. We invite your inspection of our stock, our prices will speak for themselves."

St. Thomas Party Visit Rockland

A party of fourteen gentlemen from St. Thomas, Ont., where E. T. Wright & Co. are establishing a Canadian factory, visited Rockland, Mass., a few days ago. The Canadians were warmly welcomed and inspected the huge plant of the Wright Co., with which they were delighted. The company entertained the visitors to a banquet and an automobile drive along the famous South Shore. A most friendly and optimistic spirit prevailed and it was felt that the trip was beneficial to all. Among the guests from St. Thomas were Ald. S. Chant, ex-mayor, Ald. E. C. Sanders, Ald. W. Trott, L. H. Dingman, proprietor of the St. Thomas Times, E. E. Donovan, manager of the new Canadian factory of the E. T. Wright & Co., Gerrard Noble, and the following members of the Board of Trade: E. Horton, president; Dr. C. B. Taylor, secretary; E. S. Anderson, A. E. Ponsford, A. E. Hamilton, Ardah Gilbert, ex-mayor G. Giddes, and B. F. Honsinger.

Shoe Firm Uses Automobile

The progressive policy adopted by the firm of Waterbury & Rising, shoe dealers with head offices in King Street, St. John, N.B., and branches in other sections, was clearly evidenced recently when they added to the list of vehicles for delivery purposes an up-to-date motor car, the first to be used by local shoe dealers for the purpose. It is of recent make and well adapted to the purpose and is expected to prove a valuable aid to prompt delivery and efficient service. Already the firm are well pleased with the results of placing the motor delivery in effect as it is readily recognized that there is valuable time saved and more quick delivery given, besides greater area covered more easily than with the horse and express. Waterbury & Rising are the first boot and shoe firm to use the motor delivery in St. John. It is said that when its merits are realized, and this is not expected to take long, that more firms will be using them for delivering goods.

STRAY SHOTS FROM "SOLOMON."



If the time some of us spent in polishing were devoted to purging we would be more useful to our day and generation, and also more likely to leave a name after us. Lacquer covers a multitude of dirt, but the acid of trouble brings it to the surface. Get dirt out of your system if you ever expect to shine with a brightness that will not rub off with the first smoke or dust of conflict. "Take away the dross from the silver, and there shall come forth a vessel for the finer." There is enough good stuff in most men to make useful if not beautiful lives, but we don't relish enough the process of separating dross from silver to give the "finer" a show. If you could get rid of those evil habits and still more evil thoughts you might yet make a Howard, a Wilberforce, a Tolstoy, or a Moody. There are plenty of vessels in the embryo that never see light because of dross. Get it out.

To get into the spotlight and keep there a man needs to spend a good while in the shadow. The fellow who rushes to the front or thrusts himself into prominence may keep himself for even a considerable period in the public eye, but it is the back seat for him when public opinion gets a chance to size him up. Just look around in your town, in your church or in politics for the fellows who were making the sky lurid with fireworks a few years ago and find out what has become of them. The men who last are the fellows who have to be dug out and dragged to the front. This has been proven again and again in history and is illustrated in everyday life. "Better it is that it be said unto thee, Come up hither, than that thou shouldest be put lower." Let other people discover your worth if you want a permanent place amongst the top notchers.

So many of us have the faculty of "putting our foot in it" when we open our mouths that we all admire the person who can say the right thing at the right time. A lady calling upon another who had recently lost her husband, a sufferer from rheumatics, tried to console the bereaved one by suggesting that there was no cold weather where the deceased had gone. She failed to understand the coldness with which her ambiguous words of comfort were received. What a gift it is to be able to do or say the one thing that fits. "A word fitly spoken is like apples of gold in pictures of silver." There is no doubt that more of our words would be worth framing if we did more thinking before we spoke and they would carry more help as well as manifest more beauty if they were cast in the mold of love. So much even of our best talk is "sounding brass and tinkling cymbals."

Don't cut your throat with your own tongue. You have only to hear some people talk to understand why they are always "getting it in the neck." The fellow who is determined to down his neighbor by talk seldom gets people's sympathy. It is the same with the man with a tale of woe. He gets on your nerves and everybody rejoices in secret that he is having an uncomfortable time. "By long forbearing is a prince persuaded and a soft tongue breaketh the bone." The world loves a good loser and despises a whiner. It takes to the man who lets his neighbor

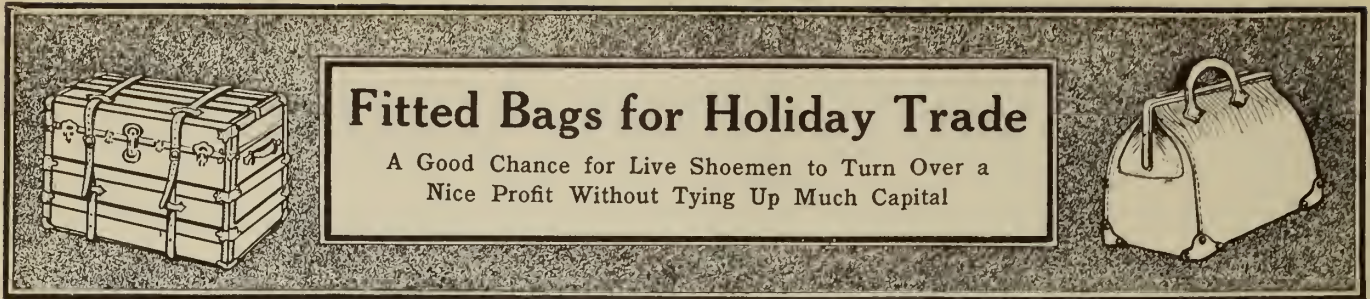
wag his tongue and just smiles. Don't be anxious to hit the fellow on the head with a club who has said something about you or your business that you don't like. Say something nice about him to the first man who tells you about his backbiting and watch the result. Keep it up and you will break your enemy's back.

Neighboring is all right when it is kept within limits. but when a man wears the grass too thin between his back door and his neighbor's several things are likely to happen. Our wives have enough to do to stand most of us, and no doubt now and then they wish for "the wings of a dove to fly away and be at rest," but our neighbor doesn't have the stake in us that holds those who sit down at the same table with us week in and week out. There are not many of us anyway that can be seen to advantage continuously at short range. We look better a little way off with a little scenery to help the effect. "Withdraw thy foot from thy neighbor's house; lest he be weary of thee and so hate thee." Give him a chance to keep the good opinion he has of you and cherish the pleasure a ten minute conversation with you even on baseball gives him.

Did you ever get a hickory nut under a tooth with the remnant of a bad nerve? Have you ever taken hold of a good solid apple with a loose tooth? The feeling is rather more than one of surprise and disappointment. Have you ever depended on a supposed friend for sympathy and help in time of trouble and perplexity and found him cold and even apathetic? There is no ruder awakening than to find those to whom you have given love and confidence fail when the offices of friendship are needed. "Confidence in an unfaithful man in time of trouble is like a broken tooth and a foot out of joint." Nevertheless, there are those whose faithfulness in time of need is equal to any demand made upon it. There is a friend that "sticketh closer than a brother." But after years you can count such friends on one hand.

Don't believe all you hear about your help, from their fellows especially. Human nature is desperately mean, and when you get to the bottom, jealousy and ambition influence us a great deal more than we are ready to admit. It is a good thing to have a good ear, but it is a better thing to have the capacity for letting some things that come in one ear go out the other before they have had time to make themselves at home. Sometimes an employe's opinion of his fellow will be sounder than any you may be able to form, but it is one of those things that call for "salt" in the taking. He is a wise man who learns what to hear.

When you get it in the neck, stop and think or you may get it in the head next. "He that being often reproved hardeneth his neck shall suddenly be cut off and that without remedy." Don't wait for the axe after you get the "billy." If people would only look at trouble in the right light they would recognize it as one of the greatest blessings of life. It depends on you, not on your troubles, what you become. If you take them right they will make a man of you; if you take them wrong they will make a cipher of you.



Fitted Bags for Holiday Trade

A Good Chance for Live Shoemen to Turn Over a
Nice Profit Without Tying Up Much Capital

From the middle of November on until the first of the year is a splendid time for the shoeman to sell fitted leather goods of all kinds. This class of goods sells readily and although it is quite true that they cost considerably more than ordinary bags, owing to the more or less expensive character of the enclosed fittings, yet there are a great many potential buyers for these goods in any town. The usual statement of the shoeman that he cannot sell such high priced stuff, especially if in a small place, is a delusion which the facts do not bear out.

While it is true that comparatively little traveling is done during the winter season by the average man or woman, yet the gift-buying spirit that seizes the public before and during the holiday season can be turned to splendid advantage by the alert shoeman. In the very nature of the case the more or less ornamental character of the fittings attracts attention, and purchases are made for friends or relatives that would ordinarily be made only in summer or not at all.

Not a Great Deal of Capital Required

Nor is it necessary for the shoeman to tie up a lot of money in stock. He can order a few bags to see how they appeal to the public and if he runs short he can generally order from catalog and under ordinary conditions can have his order filled by return. There is, of course, a little risk

in this procedure, for while the various manufacturers may not be short of the bags themselves, they are sometimes likely to experience a shortage in the fittings, most of which come from Germany, and have to be ordered weeks ahead. Ordinarily, however, any goods required can be secured whenever desired and even if there is a hitch in delivery in the case of making a gift, the donor can present the recipient of the gift with an order for the desired article, which can be filled by the manufacturer at the earliest possible date.

Fitted Goods Popular—What to Order

The demand of the trade for fitted goods this season is very strong, and if it continues a shortage in fittings is quite likely with some firms. It is also well when figuring out what to order to taboo too small sizes for men and too large sizes for the women. Anything less than an 18-inch bag is precious little use to a business man and 20 inches is far better. It must be remembered that bags of all kinds are taking the place of suit cases more and more, because they are so much easier handled and look so much neater.

It is not necessary to go too strong on fitted bags for men, as there will be nothing like the quantity of the sold as there will be of ladies' fitted bags. A great many men would just as soon have the club bag itself minus fittings, because they have more room in which to stow wearing apparel if



SPACIOUS TRUNK ROOM OF THE J. J. HAINES SHOE HOUSE, BELLEVILLE, ONT.

on a business trip of short duration. 16 to 18 inches is the average size for women and in these bags many useful articles of toilet can be carried.

Popular Colors

Colors run to black, brown or russet, with brown predominating. A smooth finished black bag is usually not as attractive or popular as either of the other colors, but a black bag with a rough finish such as a walrus grained cowhide leather, a grained leather or genuine walrus, is about the handsomest bag either a man or woman can carry, but, of course, they are usually more expensive, especially if walrus.

No shoeman should forget window displays in merchandising leather goods of this sort. A holiday window of fitted goods can be made very attractive by showing the bags open both with and without the fittings in place, and also by

featuring prominently fittings of various kinds by themselves. Every shoeman selling these articles should, by means of catalogs and otherwise, post himself as thoroughly as possible on the quality and different styles of these goods, so that he can talk intelligently to any and every customer who may desire information. Certainly if he cannot explain the various selling points convincingly he cannot hope to make many sales. Moreover he must display these goods in a prominent part of the store and also let the public know in his advertising matter that he is carrying an up-to-date stock along this line.

The Christmas season is usually not as big a selling season for the shoeman as it is for many merchants in other trades, but a carefully selected stock of bags, both fitted and unfitted, will work in well with his other lines and help the gross sales and net profits very decidedly. Every man should try it to a greater or less degree this season according to his circumstances.

What Constitutes Real Success in Business?

Interesting Example as Portrayed by a Boston Shoe Manufacturer, Now Deceased—Success With Ideals—Raised the Whole Standard of the Industry, Besides Making Money

Louis D. Brandeis in a recent article on "Business—the New Profession," in *System* magazine advocates the theory that the mere making of profits cannot be regarded as the legitimate end of modern business. He says that real success in business is to be found in achievements comparative with those of the artist or scientist, of the inventor or statesman, and in this connection he instances the career of one of the most prominent American shoemen, now deceased, which can be read with interest and profit by every Canadian shoe manufacturer and even by the retailers as well. Many Canadian shoe men are no doubt familiar with the facts presented here, but it is the application of these facts to Mr. Brandeis' theory that it is specially pertinent in these days when the showing of a big figure on the right side of the balance sheet at the end of the financial year is *the* big essential with many business men, among whom are included some shoe manufacturers as well. Mr. Brandeis says:

"In the field of modern business so rich in opportunity for the exercise of man's finest and most varied mental faculties and moral qualities, mere money making cannot be regarded as the legitimate end. Neither can mere growth of bulk or power be admitted as a worthy ambition, nor can man nobly mindful of his serious responsibilities to society view business as a game; since with the conduct of business human happiness or misery is inextricably interwoven.

"The joys sought in the profession of business must be like the joys of the artists, scientist, inventor or statesman, and not the mere satisfaction which is experienced in the acquisition of money, in the exercise of power or in the frivolous pleasure of mere winning.

A Tale of Success With Ideals

"It was such real success which marked the career of Wm. H. McElwain, of Boston, who died in 1908 at the age of 41. He had been in business on his own account for 13 years. Starting without means he left a fortune, all of which had been earned in the competitive business of shoe manufacturing, without the aid of either patent or trade mark. This shows that McElwain did not lack the money-making faculty. His company's sales grew from \$75,957 in 1895 to \$8,691,274 in 1908, becoming then one of the largest shoe manufacturers in the world. This shows he did not lack either ambition or organizing ability. The working capital required for this rapidly growing business was secured by him without surrendering to outside investors or to bankers any share in the profits of business; all the stock in his company was owned either by himself or his active associates. This shows that he did not lack financial skill.

"But this money-making faculty, organizing ability and financial skill were with him *servants*, not masters. He worked for nobler ends than mere accumulation or lust of power. In those 13 years McElwain made so many advances in the methods and practices of the long-established and prosperous branch of industry in which he was engaged, that he may be said to have revolutionized shoe manufacturing. He found it a trade, he left it an applied science.

Irregularity of Employment Stopped

"This is the kind of thing he did. In 1902 the irregularity of the employment of the shoe worker was brought to his attention. He became greatly impressed with its economic waste, the misery to the workers, and the demoralization that attended it. Irregularity of employment is the worst and most extended of industrial evils. Even in fairly prosperous times the working men of America are subjected to enforced idleness and loss of earnings on the average of probably 10 to 20 per cent. of their working time. The irregularity of employment was no greater in the McElwain factories than in the other shoe factories. The condition was

An Enterprising Western Retailer



One of the enterprising shoe men of the West is R. Andrew, proprietor of the Royal Shoe Store, Nelson, B.C. He was born in Cornwall, England, and came to Canada in 1879. He spent most of his early life in Port Arthur. For nearly a quarter of a century he has been in the retail shoe business. He first entered the establishment of Mr. Lalonde in Port Arthur and later went to Winnipeg, where he worked for the George Ryan Shoe Co. From that city he journeyed to Rossland where he again entered the service of Mr. Lalonde. He was next with the Paterson Shoe Co. in Vancouver, and returning to Rossland, spent a short time with Hunter Bros. For the last eight years Mr. Andrew has been in Nelson, where he purchased the business of Mr. L. Godbolt, Western representative of J. and T. Bell. He began with very small capital but to-day his stock and trade are both in a healthy state. Mr. Andrew sells for cash only and makes a specialty of miners' shoes and rubber goods. His store is located in the Aberdeen Block, Baker Street.

nct so bad in shoe manufacturing as in many other branches of industry. But it was bad enough, for shoe manufacturing was a seasonable industry. Most manufacturers closed their factories twice a year. Some manufacturers had two additional slack periods.

"This irregularity had been accepted by the trade—by manufacturers and workingmen alike—as inevitable. It had been bowed to as if it were a law of nature—a cross to be borne with resignation. But with McElwain an evil recognized was a condition to be remedied and he set his great mind to solving the problem of irregularity of employment in his own factories, just as Wilbur Wright applied his mind to the aeroplane, as Bell his mind to the telephone and as Edison his mind to the problems of electric light. Within a few years irregularity of employment had ceased in the McElwain factories, and before his death every one of his many thousand employees could work 305 days in the year.

Punctual Delivery Assured

"Closely allied with the absence of regularity of employment was the advance made by McElwain in introducing *punctual delivery of goods manufactured by his company*. Dates of delivery are fixed, of course, when orders are taken, but the dates fixed had not been taken very seriously by the manufacturers, and the trade was greatly annoyed by irregularities in delivery. McElwain recognized the business waste and inconvenience attendant upon such unfulfilled promises. *He insisted that an agreement to deliver on a certain day was as binding as an agreement to pay a note on a certain day.*

"He knew that to make punctual delivery possible careful study of changes in the method of manufacture and of distribution were necessary. He made the study and introduced the radical changes found necessary, so perfecting his organization that customers could rely absolutely upon delivery on the day fixed. Scientific management practically eliminated the recurring obstacles of the unexpected. To

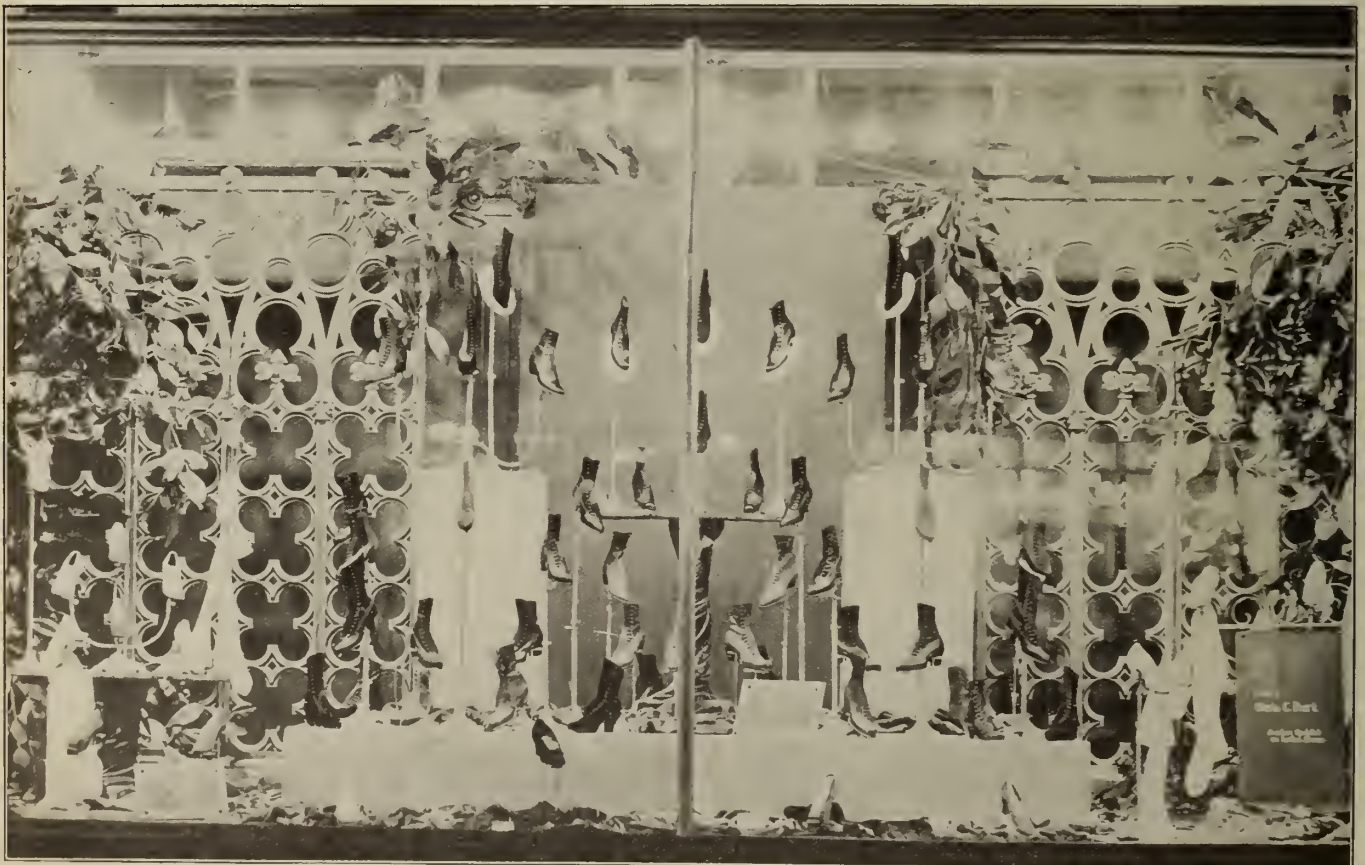
attain this result, business invention of a high order was of course necessary—invention directed to the departments both of production and of distribution."

Of course conditions as to employment in Canadian factories are now about as satisfactory as they are anywhere, but there are still many Canadian shoe men who can take a leaf from McElwain's book on prompt delivery matters with profit and satisfaction to both themselves and their customers. Irregular and belated deliveries have been very prominent this year among the evils in the Canadian shoe trade, and each factory is up against the problem of devising a system of its own that will obviate delays in delivery and carry the same assurance to the merchant that delivery dates will be adhered to as the certainty the latter's note usually carries re the time of payment to the manufacturer.

Useful Volume for the Trade

"A Manual of Shoemaking" is the title of a very interesting and admirably prepared work, which has just made its appearance. The author is William H. Dooley, principal of the Lowell Industrial School, Lowell, Mass., who delves skilfully and entertainingly into all phases of his subject, and presents a reference which for the retail shoeman, the jobber, the traveler, the manufacturer, and the tanner, well repays perusal. In plain, simple, direct style the writer deals with such subjects as Fundamental Shoe Terms, Hides and Their Treatment, Processes of Tanning, The Anatomy of the Foot, How Styles are Made, Departments of a Shoe Factory, McKay and Turned Soles, Old-fashioned Shoe Making and Repairing, Leather and Shoe Making Terms, Leather Products Manufacture, Rubber Shoe Manufacture and Terms, and the History of Footwear. The volume, of 287 well printed pages, is splendidly illustrated, and the publishers are Little, Brown & Co., of Boston. The price is one dollar and a half, and the book is worth it to any one interested in shoes or leather.

AN ATTRACTIVE SHOWING FOR WOMEN



A PLEASING DISPLAY OF FALL FOOTWEAR FOR WOMEN, BY GOODWIN'S LIMITED, MONTREAL

Does Your Shoe Business Pay a Regular Salary?

If Not, There Is Something Radically Wrong—What Other Dealers Have Found Out—Direct Your Own Affairs, but See That You Are Paid for Your Daily Effort

Do you pay yourself a salary, Mr. Retailer. If not, why not? Who deserves it better than you do?

Or are you the one financing the business, attending to the buying, paying the rent, hiring clerks, meeting the outlay for your stock, taxes, insurance, light, heat, advertising, window displays, and all other overhead charges and accepting what is left at the end of each week or month?

A well known shoe traveler informed the *SHOE AND LEATHER JOURNAL* that he knew of many men in the retail line who never placed themselves on the pay roll and were working to-day for less net revenue than they were handing over to their head clerk. They simply had the habit of running to the till when they desired a few dollars and, after meeting their bills and other incidentals, took what was left, if any remained.

A shoe house should pay the smallest operator a fair, reasonable salary above all or any profit that he gets out of the business. If it does not there is something radically wrong somewhere. The day has gone by when the footwear merchant can do business remuneratively on twenty-five per cent. profit on the cost price of his goods. He may scrape along but he will never make any money for himself or on his investment. This road representative further stated that he knew of certain staple lines which formerly went to the trade at \$1.35 and \$1.40 per pair and had been increased to \$1.60 per pair, yet some dealers were handing these shoes out to the public at \$2.00, the former selling price before the increase, whereas they should be getting \$2.50. These men will have a rude awakening some morning and the public will give them no thanks for their generosity.

Put yourself down, Mr. Retailer, on the salary basis for what you think you are worth, what you could earn in the shoe line if you were working for a boss, and see that you get that amount each week. If you find that you do not need all the salary coming to you in your pay envelope, open up a personal account at the bank and keep it separate from your regular account. If your concern will not yield you a decent, reasonable wage, there is something radically astray with your goods, your business or your merchandizing methods. The sooner that you discover the leak the better. There is a barnacle somewhere on the ship. Scrape it off.

Did Not Stop to Count Cost

Don't, on the other hand, lose your head because you are in business. Here are a couple of stories from actual experience and they teach a lesson by which others may profit. Many men when they become their own masters, live either too economically, as already referred to, or they go to the other extreme and launch out too extravagantly. A certain young man, whom we will call Brunner, was the bookkeeper in a shoe house in a small city in Eastern Ontario. His salary was a modest one of about \$750 a year. By frugality he saved money until he had accumulated about fifteen hundred dollars in hard cash and then he started for himself. Instead of getting along the first year or two, at any rate, on what he had been receiving in the past, he blossomed forth on a more pretentious scale and the initial year took about \$1,200 out of his business for living expenses. The next he drew out double this amount and then the crash came.

He attempted to justify matters before his creditors in this plausible manner. "Yes, I am married and when I was an employe I used to go home at night and remain with my wife and family. But you know when a fellow becomes a business man, he has to adopt a different course and come to the front to get trade. I joined a couple of lodges to get custom, and this cost me seventy-five or eighty dollars. Then I gave more liberally to the church and had to head subscription lists that were passed around for various objects, such as athletic organizations, presentations, the Y.M.C.A. and local charitable institutions. My wife became presi-

dent of the Ladies' Aid Society and we did a certain amount of entertaining. We had a social position to maintain, and all this cost money. Probably I have made a mistake, but I thought it was all for the best." Brunner realizes to-day that a man who buys his friends or his trade generally gets stuck and that "good and proper."

Be Just Before You are Generous

Another instance. Walmer began the shoe business in a certain town in Alberta. He was a good member of the church, but the first two or three years proved a hard struggle. An agitation was started in his town to erect a Y.M.C.A. building, and the local committee waited on him with a subscription list. They told him that he could afford to come down with a handsome donation and accordingly Walmer affixed his signature and handed over \$100. He was not going to be outdone by any of the other and older merchants of the town. Going into a wholesale house one day, he met a traveler who was also interested in Y.M.C.A. work. He informed him that he had given one hundred dollars to the cause. Now, Walmer was indebted to the house for a considerable sum and had not taken advantage of his discounts for some months, as he did not have the ready money.

"I do not wish to call into question your motives," remarked Holland, his traveler friend, "but do you not think that you should halt a bit? Did you, after all, really give your own money?"

"Of course I did," warmly replied Walmer.

"Now, wait a minute," continued Holland. "If your stock was sold to-day under the hammer could you pay all your creditors in full?"

"Yes, I think that I could at one hundred cents realization," added Walmer. "But I would have nothing left."

"Well, suppose it brought only sixty or seventy cents, which you know would be the outside figure, what then?" queried his friend.

"Well, I would be beautifully in the hole. I would be considerably to the bad," explained Walmer.

"I would like to learn whose money went into that Y.M.C.A.," ventured the traveler, anxious to drive home his point. "Was it not the money of the men who have given you credit on your goods and extended you accommodation? A man, who is in a position to give to a worthy cause, should do so by all means and, while I appreciate the liberality of both your motives and your contribution to an excellent object, I doubt the wisdom, worldly or otherwise, of your gift. Take scriptural ground for it. Does not the Good Book say, 'Render unto Caesar the things that are Caesar's, and unto God the things that are God's.' Now, who did that money belong to? Certainly not you, until you have liquidated your business obligations or, at any rate, have them in such a position that you are not hard pressed and asking for extension of time, as you have just done on your spring shipments."

"Well, I have never thought of it before in just that light," remarked Walmer. "I guess that you are right after all. I will be just in the future before I am generous."

To-day Walmer is in a position to donate \$1,000 much more easily than he did that \$100 seven years ago, for he has made a signal success of the retail shoe line. Nuff sed!

Hamilton, the manufacturing centre of Canada, has certainly surpassed itself in the very excellent booklet just received. Both pictorially and artistically it reaches a very high degree of merit, and the facilities enjoyed by this thriving city are brought home to the reader in terse and telling language. An excellent map accompanies the booklet. A copy may be had by applying to H. M. Marsh, Commissioner of Industries, Hamilton.

Why Leather and Hides Continue to Advance

(Continued from page 32)

much has been already written and said on this subject that more would seem unnecessary.

Growing Cost of Materials

"You are already quite well aware that not alone the higher price of hides is the cause of the increased cost of leather. The costs for materials of nearly every description entering into the manufacture of leather, and labor particularly, have increased very greatly during the past five or ten years. This would have necessitated very much higher prices for leather than are in effect to-day had not the tanners generally been enabled by improved methods of manufacture to, in a considerable measure, overcome these increased costs to manufacture.

"As to future prices for hides, we must bear in mind the fact that nearly all of the large packers in the United States are now large tanners and manufacturers of leathers and consume in this way a large proportion of their hides, which gives them great power in fixing prices of hides. Needless to say they are in the leather business with the view first of all to maintaining highest possible prices for their hides; this is a condition which has come during the past few years and has come, no doubt, to stay, and must be dealt with when considering prospective prices of hides in the future.

Must Reckon With the Packers

"With the demand for hides equalling the supply throughout the world this fact alone, that is, the power of the packers to consume or force prices of their hides to excessively high figures will have to be reckoned with. There appears to be no surplus stock of leather anywhere in any market, and with apparently a large consumption in the future the world over, it would seem that buyers of leather will have to

face conditions as they find them and, like the tanner, pay the price."

Never Saw Matters More Acute

John J. Lamb, of Omemee, who was Chairman last year of the Tanners' Section, says: "In my long connection with the tanning business I never saw such an acute condition in the hide situation, nor prices at such a high level. In fact it is difficult to buy suitable hides on account of scarcity, and I do not anticipate either immediate or prospective relief, as less cattle are being raised, due in some extent to cattle ranches in the West being now used for raising wheat. The situation will compel tanners to materially advance prices of all descriptions of leather in order to save themselves."

Cannot Get Hides of Light Weight

"I do not anticipate hides going much higher, for the quality now is at its best. On the other hand I do not look for lower prices this year," writes F. C. McCordick, of St. Catharines, Ont. "I use very light stock and usually have no trouble filling my requirements at this season of the year, but even at the present high prices we cannot get hides of the quality and weight I require, in any quantities to stock up. Our percentage of profit at present prices is not as high as that of last year or the years previous. I do not consider the tanner is making nearly as much money to-day as he did when prices of the hides were lower. Not only does the tanner have to pay higher prices for hides, but everything that goes into leather has advanced very considerably as well as the price of labor."

Too Great Slaughter of Calves

B. F. Bell, of Delhi, Ont., declares the high price of hides has been coming on for several years owing to the shortage of cattle caused by the slaughter of calves the world over, and this comes of the low price formerly paid for cattle. Dairy cows were selling for \$20.00 to \$35.00, a figure that

COMPARATIVE PRICES OF CHICAGO PACKER HIDES FOR TEN YEARS, WEEK ENDING OCT. 5, 1912

	Spready Steers	Heavy Native Steers	Heavy Texas Steers	Light Texas Steers	Ex-Light Texas Steers	Butt Brands	Colorados	Branded Cows	Heavy Native Cows	Light Native Cows	Native Bulls	Branded Bulls
1903.....	14	11½-12	11½	10½	9½	10-10½	9½-10	8½	10	9½-9½	9½	7-7½
1901.....	12½-15	10½-13	13	12	11	11½	11½	10½	11½	11½	9½-10	8½-8½
1905.....	14½-16½	15½	14½	14½	13½-13½	13½	13½	13½	14½	14½	11½	10-10½
1906.....	17½	16½-16½	15	15	14½	14½	14	14½	1½	15½	13	10½-11
1907.....	17	14½	13	11	10	12	11	9½	1½	12	12-12½	9½
1908.....	17	15½	15½	14	12	14½	14-14½	12	13½	13½	11½	9½
1909.....	19-20	18	16½	15½	14½-14½	16-16½	15½	14½	16½	16	14½	13
1910.....	15-18	16	14-14½	13-13½	12-12½	13½-13½	13½-13½	12½	14-14½	13½	11½-12	10½-11
1911.....	18-18½	16½-16½	15½	-- 14½	13½	15	14½	13½	15½	15	13-13½	11½-12
1912.....	22-23	19½-20	17½	17½	17	17½-17½	17½	17	17½-18	17½	15½	12½-13½

COMPARATIVE PRICES OF CHICAGO COUNTRY HIDES FOR TEN YEARS, WEEK ENDING OCT. 5, 1912

	Heavy Steers	Heavy Cows	Bufs	Extremes	Bulls	Branded Hides	Calf Skins	Kips
1903.....	9½-9½	8½-8½	8½	9	8	7½-8½	11½-12	10½-10½
1904.....	10½	10	10	10½-10½	8½	8½-10	13½-14	11½-12
1905.....	13½	13½	13½-13½	13½-13½	10	11½-12½	14½-15½	13½-14½
1906.....	14½	14½-14½	14½-14½	14½-14½	11½-11½	12½-12½	15½-16½	14½-15
1907.....	10½-11	10½-10½	10½	10½	9½	8-8½	14½-15½	11½-12½
1908.....	13	11	10½	11½	8½-9	9½-11	15-15½	12½-12½
1909.....	14½-15	14½-14½	14½	14½-15	12½	11½-12½	18-19½	15-16½
1910.....	11½-12	10½	10½	11½-11½	9½-10	9-9½	15-17½	12½-14½
1911.....	13-13½	13-13½	13-13½	14-14½	11-11½	10-11½	15½-18	14½-15½
1912.....	15½-16½	15½-15½	15½-15½	16	12½-13	13-13½	18-22	17-18½

did not pay for the raising of the calves. This has gone on for a good many years until now cattle that formerly sold for \$20.00 to \$35.00 readily bring \$75.00 to \$100.00. There will no doubt be a change now for the better, but it will take several years to build up the herds again. No doubt hides will be high priced until more plentiful. I cannot see any relief in the immediate future unless there is something invented that will take the place of leather for some purposes that leather is now used. The prices of leather are still too low, even with the recent raise of 10 to 15% in price. Hides may go higher. The present high figure for cattle is a great inducement for owners to sell off their herds much closer. Many owners of cattle will sell every hoof they can possibly spare. Some will sell all they have in hopes of later on buying cheaper stock to replace what they dispose of at higher prices. This same thing is now going on throughout the country as the larger supply of small light hides evidently indicates. The short supply of heavy hides also goes to show that the heavy cattle are scarce and will become much less as time goes on unless there is a change for more and better stock among the cattle raisers themselves. We find it very difficult to secure suitable hides at a price to make a profit on the finished leather. I have no doubt most tanners meet with the same difficulty. I think we shall see high prices for hides, leather, and leather products for some time to come. There is nothing like leather and nothing in sight to take its place."

Market Looks Very Strong

Geo. Lang, of the Lang Tanning Co., Berlin, writing from Chicago on October 5th, says the market is very strong here and there is no indication of lower prices. Harness leather is selling in Chicago from 38 to 40 cents per pound in car load lots. Some of the packers have sold well up to December kill, others into November. The only thing on the market in light hides is 25 to 45 pounds.

Top Notch Prices for Pickled Pelts

F. G. Clarke, of Clarke & Clarke, Toronto, Chairman of the Tanners' Section of the Board of Trade, stated that he understood there was a rather strenuous situation in hides and calfskins, but he could not speak particularly of the supply and outlook regarding these. On the sheepskin situation, however, Mr. Clark said, "To go back a little, six months or a year, an accumulation of split leather caused by the fact that split boots were not so much in demand because working people earned good wages, diverted this material to other lines in which sheepskins largely entered, such as the making of gloves, mitts, etc. This brought about a plethora of 41. He had been in business on his own account for 13 tions have, however, changed materially and to-day the sheepskin situation is one of interest, if not of stringency. There has been more demand for split leathers and consequently sheepskins have been entering more largely into the making of gloves, mitts and fancy leather articles. At the present time the English dealers, instead of having large supplies of pelts on hand, are scouring the country. Prices have advanced materially and the supply of skins is very short. There is apparently no immediate relief in sight. With the renewed and active demand for sheepskins and the reduction of various stocks, prices have naturally ascended. On the English market a year ago, sheep pelts were selling at 29 shillings per dozen. To-day they are bringing 36 shillings, which is an advance of 7 shillings per dozen. In lambskins there has been a corresponding advance of about 4 shillings per dozen. Prices are decidedly firm. We are filling old contracts at the rates which prevailed a few months ago, but on new contracts we are strengthening quotations. I may say that any advance on sheepskin leather which we are able to secure, even on new contracts, is not at all in proportion to the augmented price of pelts on the foreign market. As to when there will be a change, of course, it is impossible to tell. I know last summer many American tanners would gladly have taken the output of English dealers at a high

figure, but so short is the supply and so brisk the demand, many large contracts were refused by brokers in the Old Country."

The High Figure for Calfskins

One of the leading calfskin tanners remarked that he did not see very much encouragement in the present situation. Skins were scarce and prices were strengthening all the time. Last year, on the Chicago market, the finest packer calfskins, could be bought for from 15½ to 18 cents. To-day the figure was 21 and 22, while for some of the finest French calf he was paying as high as 27 cents. The prices of calfskin jump up two or three cents very easily, but it required a mighty effort for the tanner to get one-half cent more per foot for his product. This is what makes the calfskin tanner's lot so difficult. He has to enter the market for his supplies and to pay the prevailing figure, and yet, when it comes to selling his product, he cannot secure an advance commensurate with the added price that he pays for the skins. Regarding the future conditions and whether calf leathers would go much higher in price, he did not care to venture a prediction.

No Profit for Tanners Now


Wood Bros., of St. Catharines, Ont., assert: "As to your query as to whether hides will go higher or not, we must admit we are just as much in the dark as the other fellow. We cannot see any immediate relief in sight as regards the shortage of raw material and the situation is getting quite acute. We experience great difficulty in getting the class of stock we desire and must say that at the present market value of hides the tanner certainly cannot make any money at his present prices. He must soon make a considerable advance in the price of his finished product if he expects to break even. The sum and substance of the whole thing is that the consumer must soon realize that everything in the line of leather is going to cost him much more than previously, as at present prices the tanner cannot continue to do business, unless he is willing to bear a great and serious loss."

The Future Like a Stonewall


C. J. Miller & Son, of Orillia, write: "We have never been able to see any farther into the future of the hide and leather business than we could push our fingers into a solid stone wall. For this reason we have never assumed the role of prophet. It has been our rule never to speculate, either by buying hides in advance of requirements or holding leather for an advance. We buy when we need the goods and we sell when our finished product is ready for market. In this way we save ourselves a lot of worry. We think that when we take the manufacturer's risk we take risk enough. We have followed this course for thirty-seven years. Regarding the outlook, please excuse us if we decline to tell you something we do not know."

Day of Cheap Leather Is Over

"Marked increases in the prices of leather and shoes may be looked for in the near future," said Johnston Carey, of the Carey Shoe Company, Toronto. "There is a great scarcity of hides, and for this the new uses to which leather is being put is in a large measure responsible. Formerly leather was used almost entirely in the making of shoes and harness. Nowadays much of it goes into automobiles and furniture. A good deal, too, is being exported. The United States removed the duty on raw hides a few years ago, and Canada is frequently scoured for leather by agents of the United States manufacturers. The disappearance of range cattle is, of course, the fundamental cause of the leather scarcity. With the passing of the ranges, the day of cheap leather departed forever. For a steer hide tanned in oil I now pay from \$23 to \$26 a hide. I remember when I could buy a whole steer for that figure. Automobiles have done much to increase the demand for leather. It takes two whole skins to upholster an expensive automobile. Two such skins would make upwards of 20 pairs of men's shoes, both soles and uppers."



AMONG THE SHOE MEN.



N. W. Stiles is opening a shoe store in Innisfail, Alta.

E. B. Beale, shoemaker, of Stratford, Ont., has sold out.

S. A. Lustgarten, shoe retailer of Montreal, has assigned to V. Lamarre.

C. F. Vandrick, merchant, of Listowel, recently made an assignment.

The Rainy River Shoe Repair Co. has opened a shop at Rainy River, Ont.

The assets of W. Lawless, shoe retailer, of Ottawa, have been sold.

Thomas O'Keefe, dealer in shoes, Welland, Ont., passed away a few days ago.

Norman Mitchell has bought the shoe repairing business of T. J. Lang, Millbrook, Ontario.

Frank W. Slater, of the Eagle Shoe Co., Montreal, was in Toronto last week on business.

Walter Smardon, of the Smardon Shoe Co., Montreal, was in Toronto last week on business.

It is reported that Shaughnessy & Cleary are going out of the boot and shoe line at Castor, Alta.

H. H. Lightford, manager of the Winn Co., of Perth, was in Toronto this week on business.

The Medicine Hat Clothing Co. has opened a shoe and men's furnishing business at Medicine Hat.

Wm. Griffiths has started the manufacture of bags, suit cases and trunks on Spadina Avenue, Toronto.

W. K. Leggatt, who has opened a new harness shop in Oakville, intends to do shoe repairing of all kinds.

Martin Dolan, who for many years kept a harness shop in Kingston, died last week. He was 94 years of age.

John Brownridge, who for years conducted a shoe repair shop in Fergus, Ont., has retired from the business.

Miss Sophie Cameron, a highly esteemed employe of the Amherst Boot & Shoe Co., Amherst, N.S., died recently.

A. R. Kaufman of the Kaufman Rubber Company, Berlin, has returned from a business trip to New York City.

Alfred Snyder, manager of the Canadian Felting Co., St. Jacobs, Ont., was in Toronto last week calling upon the trade.

Simpson & Vair, shoe dealers of Calgary, dissolved partnership recently. The business will be continued by C. J. Simpson.

Harry D. McKellar, of the McKellar Shoe Co., Berlin, has been in Winnipeg and other Western cities on a business trip.

The shoe and grocery stock of J. L. Arnold, Fenelon Falls, has been sold at 44 cents on the dollar to J. Algous of that town.

S. H. Parker, sales manager for the Wm. A. Marsh Co., of Quebec, was in Toronto, Hamilton and London on business last week.

It is stated that a firm from Nottingham, England, has decided to establish a factory in Swift Current for the manufacture of boots and shoes.

The Brandon Shoe Co., of Brandon, have sold their clothing and shoe business to the Hub Clothing Co., who have taken possession.

In a destructive fire in Sackville, N.B., the store of Fawcett Bros., shoe dealers, was wiped out. Their loss was \$7,000 and insurance \$4,000.

Congdon & Oliver have been awarded the contract for

the erection of the tannery of the Edmonton Shoe & Leather Co. at Edmonton at a cost of \$25,000.

B. F. Ackerman, of Peterboro, wholesale dealer and manufacturer of harness, will open a new wholesale distributing warehouse in Red Deer, Alta.

W. E. Smith, formerly of the staff of the Regal Shoe Store, Toronto, has gone to Fort William to take charge of the shoe department of A. McGillis.

J. W. Miller & Son, of Peterborough, are having a reduction sale preparatory to making extensive improvements in connection with their store.

Philip Dover has been appointed to the staff of traveling salesmen for McLaren and Dallas, of Toronto, and is covering North-eastern Ontario for the firm.

W. F. Cochrane, 148 York Street, Toronto, who has been in the shoe and shoe repairing business for many years, is retiring. His stock was sold this week.

Francis & Vaughan, of St. John, N.B., have been awarded the contract for supplying boots and shoes to the Provincial Hospital, St. John, for the coming year.

C. J. Pascoe, late of Montreal, has been added to the road representatives of Blachford, Davies & Co., Toronto, and is covering the territory between Brantford and Windsor.

W. S. Louson, general sales manager for Ames, Holden McCready, Limited, Montreal, was in Toronto last week. He is now in Western Canada on a visit to the company's branches in Winnipeg, Calgary, Edmonton and Vancouver.

S. Rosenstein, of Sault Ste. Marie, O. M. Kinzie, of Preston, E. C. Scarrow, of Owen Sound, and J. Ritchie, of Dundalk, were among the callers on the Toronto shoe trade during the past week.

R. H. Greene, sales manager for the Gutta Percha and Rubber Manufacturing Co., Toronto, has returned from a trip to Halifax, where W. L. Ogle, the manager of the Maritime branch for many years, is seriously ill.

A. C. Clark, of the Clark Shoe Co., of Brantford, has sold out his interests in that city to the Roberts & Van Lane Shoe Co., of Brantford. He has bought out the Paris store of the latter company, which he intends to run personally.

Joseph H. Bates, formerly manager of the Regal Shoe Store, Toronto, and his brother S. T. Bates, formerly of the Regal Shoe Store, Winnipeg, are now engaged in the real estate business in Winnipeg and have recently put through several large transactions.

The death took place recently of Andrew James Dunlap, who for the past five years has been manager and buyer of Storey & Campbell, wholesale harness and saddlery manufacturers, of Vancouver, B.C. His passing away was very sudden, as he was ill only two days. He formerly resided in Hamilton, Ont.

Joseph Renaud, a shoemaker, who was a cripple, was run down by a street car on St. Denis Street, Montreal, a few days ago. He was passing behind one car and was struck by another approaching from the opposite direction. His skull was fractured and he lived only a few minutes. Renaud was 45 years old.

Albert Hubert, an employe of the McPherson Shoe Co., Hamilton, was presented with a hero's medal by the Royal Canadian Humane Society, Adam Brown making the presentation. Hubert, although he could not swim, at the risk of his own life, plunged into the water at Burlington Beach and saved the life of Miss Blanche Freeman.

A. C. Carey, of the Carey Shoe Co., Toronto, who have

branches in Barrie and Chatham, has returned from a successful business trip as far as Edmonton. Mr. Carey reports a big sale for the shoe packs of the company whose factory is located in Toronto, and says he was not representing any other firm in the West, as reported in a recent issue.

J. E. Pare, sales manager for Dufresne and Locke, Maisonneuve, Quebec, was in Toronto last week on his way home from a successful business trip to Western Canada, going as far as Vancouver. He reports that trade with all the wholesale houses in the West is booming and that many have difficulty in taking care of their orders so great is the rush of business.

Canadian insolvencies this year to date number 1,023 as against 947 in 1911 and 935 in 1910, whereas the \$7,783,828 of defaulted liabilities contrasted with \$10,007,081 and \$11,998,632, respectively, in the two earlier years. In the corresponding nine months of 1909 there were 1,068 business suspensions for \$9,819,774, and in 1908 the record was 1,221 for \$11,828,386.

Arthur Grant, foreman, and Ernest Broughton, his assistant, were badly lured about the head, neck, and chest when an explosion took place at the National Leather Company at 1189 Bathurst Street, Toronto. Both men work in the leather tanning department, near a drum eight feet in diameter by seven feet long, and revolving rapidly. When they opened the door in the drum, an explosion of benzine occurred.

Chas. C. Cummings, who has been in the shoe business for 20 years, has sold out his interest in the firm of C. C. Cummings, Ltd., and retired in order to devote his time to his other business interests, which are extensive. For seven years the firm conducted a Slater Shoe Store at 117 Yonge Street, Toronto, and some months ago a branch was opened at the corner of Yonge and College Streets, and the business of the Slater Shoe Store at 127 King Street East, Hamilton, was also taken over. The company to whom Mr. Cummings has disposed of his interests, intends opening up a new exclusive Slater Shoe Store about the first of November in the Hotel Tremont block, opposite the Robert Simpson Co., on Yonge Street. This store will be one of the most attractive and elaborately fitted up of any in the province. Mr. Cummings first embarked in the shoe business in Ottawa and was later in Vancouver and San Francisco, previous to coming to Toronto. He is largely interested in real estate and other activities. A new manager has been appointed for the Slater Shoe Store at the corner of College and Yonge Streets in the person of Mr. Johnson, late of Montreal.

An Enterprising Findings Man



One of the men who is doing his utmost to increase the sale of shoe findings throughout the West and to impress upon the average retailer the benefits and many avenues of profits from the handling of these goods, is George E. Girling. He comes of a shoe-making family. As a boy, Mr. Girling went to work on the bench. He was married at an early age and started in for himself as a shoe retailer and repairer. He continued in business until the spring of 1910, when he left the Old Country for Canada. He located in Calgary a year ago, and secured employment in the Great West Saddlery Co. He has entire charge of the shoe findings department of this progressive concern, which some time ago completed a new and well-equipped building in the capital of Alberta, which is a credit to the wholesale section of that city. Mr. Girling is a practical man and has been able to deal with and handle the trade as only a practical man can. He is meeting with splendid success and has already established a wide connection with the shoe houses in Canada's western provinces.

A General Survey of the Trade

Jobbers are still busy shipping out fall goods and sorting business is active. There is a serious shortage in staples and

many houses are complaining of not being able to ship orders owing to the fact that they cannot get deliveries of heavy goods booked several weeks ago. In some lines of women's footwear, particularly of the better grades, a like trouble is reported. All the travelers report that business with them in the matter of booking spring goods is encouraging and that only a few dealers are hanging back. Shoe factories have started on their spring runs and will be kept very busy for the next few months. The shoe industry is growing rapidly and there appears to be business for all. In Montreal, half a dozen or more concerns have either built new premises or have extensions under way, while in Ontario there are several new factories which have started or are about to enter the field. Retailers generally declare that trade is ahead of last year for the month of September and early October and that the demand for fall lines is encouraging. The higher prices have resulted in no diminution of trade.

The Death of George F. Cleveland

George F. Haworth, of the firm of Sadler & Haworth, manufacturers of leather belting, etc., Toronto, writes the *SHOE AND LEATHER JOURNAL*, paying a warm tribute to an old friend. He says: "The passing of Mr. George F. Cleveland, of the firm of J. L. Goodhue & Co., manufacturers of leather belting, who died at his home in Danville, Que., during the present week, impresses one of the great uncertainty of life and the wisdom of always being prepared for the hereafter, for apparently, from his stalwart form and rugged appearance, he seemed to be a man who would enjoy a much longer lease of life than sixty-one years. As one who had known Mr. Cleveland for upwards of 30 years by having come in contact with him, socially and commercially, upon many occasions, I was somewhat shocked upon hearing the sad news. In the social sense he was of a most kindly and hospitable character. As a competitor in business he was most earnest, upright and truthful and with buyer, seller and everyone he came in contact he was most genial. This, coupled with the fact that his life had been so full of usefulness, his passing away will be a great loss to his loved ones at home, his business and to the community in which he lived."

Some Points on Care of Shoes

Heat will lessen the wear of leather, hence shoes which have become damp should never be placed near the fire to dry.

Incidentally the heat caused by wearing rubbers over the shoes is quite as disastrous as the fire heat, consequently one should only wear the overshoes when really necessary. Wet shoes should be hung in a draught to dry, or if convenient, fill with oats made very hot. Oats shake out well, leaving the shoes perfectly clean.

When dry after wetting the leather will be stiff, but the softness can be restored by rubbing in a little warm oil. If oil is not at hand, vaseline may be substituted.

Shoes may be made to last much longer if they are given good care. If new shoes are allowed to stand in a shallow vessel filled with boiled linseed oil enough to cover the sole only they will give better wear. This tightens the leather. After a time a hard copal varnish may be painted over the soles, taking in the edges. This preserves the life of the leather. Oil acts in the same way applied to the kid uppers. The oil should be put on at night, slightly warm. This will sink in during the night, when the shoes may be polished as usual in the morning.

A little benzine, gasoline, or any of the preparations that come for the purpose will take the soil from white kid, and when they become too soiled for cleaning white shoes can be easily cleaned at home. A 10-cent tube of paint and a bowl of gasoline will make a perfectly new pair of slippers out of any old thing. It takes very little paint for coloring, so only a very few drops should be put into the gasoline at first. Mix thoroughly and then dip a bit of white rag to test the shade. When just the right tone paint the slippers with the fluid and do not forget it is inflammable.



SHOE FACTORY NEWS.

F. W. Knowlton, of Montreal, manager of the United Shoe Machinery Co. of Canada, was in Toronto this week on business.

A tannery will be erected on Winnipeg Avenue, Winnipeg, by the Raw Hide Leather Goods Co., of which T. E. Woodcock is manager.

The Canadian Consolidated Rubber Company recently took out a permit for their new tire factory, in Berlin. The buildings will cost \$300,000.

George C. H. Lang, of the Lang Tanning Co., Berlin, was in Chicago recently on a business trip. His firm is very busy with fall orders.

The Independent Shoe, Company, Incorporated, for the manufacture, sale, purchase and trade in general of shoes, has been incorporated in Montreal with a capital stock of \$49,000.

The Lethbridge Saddlery Co., of Lethbridge, has sold out its stock and business to the Alberta Saddlery Co., of which company R. J. Hutchings, of the Great West Saddlery Co., is president.

The first American rubber show was held recently at the Grand Central Palace, New York, and among the exhibitors were the United States Rubber Co., the United Shoe Machinery Co. and the Essex Rubber Co., of Trenton, N.J.

The Laurentide Shoe and Leather Co. has been granted a charter for the manufacture and wholesale of leather shoes and rubbers, linen, felt and other materials, gloves, mittens, harness, etc. The capital stock is \$49,000 and the location is at Grand Mere.

In order to encourage the cattle industry, arrangements have been made by the Department of Agriculture of Ontario to hold short classes in stock judging at thirty different points in the province. The classes will be held under the auspices of the local farmers' institutes.

A charter has been granted to R. Dack & Sons, Limited, Toronto. The company manufactures and deals in boots and shoes. The share capital is \$100,000. The provisional directors are Robt. Dack, Robert E. Dack, Stanley Dack, E. J. B. Duncan, and Rupert Phillips.

The C. N. and W. factory in London have secured suitable premises. W. E. Wilson, the superintendent, was in Montreal last week on business. The equipment is now being installed and manufacturing will be commenced in the course of a couple of weeks on the Duchess shoe for women.

W. H. McElwain Company has purchased the business of Bohr Brothers Company, manufacturers of women's shoes, with factory located in Boston. It is understood that the business of the latter company will be continued at its present location and that the present organization will, to a large extent, be retained.

On the 31st instant the ratepayers of Galt will vote on a by-law to loan the sum of \$15,000 with which to build a new plant to the Galt Shoe Manufacturing Company. The present premises are considered too small. The firm is comprised of local men entirely. Business was started on a small scale, but has expanded with great rapidity.

Fritz Burghardt, who has been for twenty-five years in the employ of Charles A. Ahrens & Co., shoe manufacturers, Berlin, was recently presented with a complimentary address and a purse of \$100 in gold as a mark of appreciation from the firm, for his faithful services. Mr. Charles A. Ahrens made the presentation.

No. 1 inspected steer and cow hides in Toronto have been advanced to fourteen cents per pound. The situation

remains very strong. The demand is good for most classes of hides, but receipts are only moderate. The rise in prices is not welcomed by the tanner, who is reluctant to push leather prices higher than the recent advances.

Victor E. Donaldson, purposes establishing a shoe factory in Brandon, Man. The city will give five acres of land as a site, and sell twenty acres adjoining at \$200 per acre. The city will also grant exemption up to 60 per cent. of taxation when said property is taken over by the city and give a manufacturer's rate on water when buildings are placed thereon.

With \$10,000 worth of machinery now installed in the shoe factory building recently completed, and with the contractors rushing work on the new tannery building, the promises of the managers of the Edmonton Shoe and Leather Co., of Edmonton, to have operations at their new plant south of Edmonton limits in full swing before the new year are likely to be more than fulfilled.

H. H. Hastings, general manager of the Independent Tire Company of Toronto, Limited, says that their new factory at Guelph is about completed, and W. R. Blowers, the general superintendent, had the first fire put under the boilers this week, in order to test out the pumps, air compressors, condensers, piping and boilers. They expect to be manufacturing tires in a short time. The company have also taken up new premises at 17-19 Adelaide street west, Toronto, where they will have room for installing a complete equipment for doing all kinds of tire repairing.

Star Shoe Limited, Montreal, are making considerable alterations to their plant. The ground floor beneath their present quarters, which has been used all along for other business purposes is now being fitted up, renovated and the lighting facilities greatly increased. This floor will be used for the office and shipping room and will greatly facilitate production. The manufacturing will be carried on as usual in the upstairs floors, but all the space now occupied by the present office and shipping departments will be available for new machinery and rearrangement of the old. This is another example of shoe expansion in Montreal.

"We are very much pleased with the number and quality of the applications for work received from both girls and men," said E. E. Donovan, manager of the Canadian branch of E. T. Wright & Company, Inc., of Rockland, Mass., which will be in operation at the temporary factory at 229-231 Talbot street, St. Thomas, in a few days. Mr. Donovan said the work of cutting leather for the shoes will begin on Tuesday next. The machines are being installed as fast as possible, but the work is necessarily slow, owing to the extreme care necessary in proper adjustment. Twenty men and twelve girls have already been engaged to begin work, and in a short time it is expected that one hundred hands will have regular employment.

The Nursery Shoe Co., of St. Thomas, Ont., will add another addition to their factory, in order to take care of the growth of business. The present daily output of 350 pairs per day will be greatly increased. The Nursery Shoe Co. was originally established in Toronto six years ago by A. E. Medcalf, who is proprietor and general manager of the business. It met with gratifying success, and when expansion became necessary Mr. Medcalf decided to move it to St. Thomas, which he did two and a half years ago. At the corner of Curtis and Mondamin Streets he erected a factory 40x140 feet in area with a wing extension of 38x18 feet. The mechanical equipment is operated by electrical power. The company employ 60 people and pay

good wages, based on the qualifications of the operative. The superintendent of the plant, E. Weaver, is a man who is well versed in every detail of shoe construction, and has the gift of executive ability.

Shortly after the Duke of Connaught arrived at Ottawa, he was taking a quiet personal walk with his secretary in the retail section of the city, when he happened to take a look at a retail shoe store. At this particular time they were showing the very latest in extreme high toes. After viewing the display for a few moments His Royal Highness turned to his secretary and said: "By Jove, the people in this country must have funny toes; mine don't turn up to fit that shoe!"

The soft sole business has grown to immense proportions and most merchants, recognizing the fact that it pays to sell the best styles, are paying more than they used to for baby shoes, and are getting 75 cents to \$1.00 a pair, where the "set price" used to be 50c., says the Shoe Retailer. The advance in leather and materials has affected the soft sole manufacturers seriously and an inspection of any first-class line will readily disclose the reasons why merchants must pay more for standard styles. Until this season soft sole prices had not advanced in twenty years.

The Cook-Fitzgerald Co. Ltd., of London, Ont., have found it necessary to increase the output of their plant to eight hundred pairs per day. The entire building, which is 200 feet by 54 feet, and three storys in height was remodelled, prior to the inauguration of the new run upon which they have entered. A new maple floor was installed in the making-room. It afforded an excellent floor for dancing. The annual reception and dance of the employees was held on the evening of Tuesday, October 15th, when upwards of three hundred persons were entertained. The big room, which occupies half of the second floor, was gaily decorated with flags, bunting and paper. The best orchestra in the city furnished music and a prominent caterer supplied the refreshments. Tripping the light fantastic began at eight o'clock and lasted until after midnight. The company are believers in co-operation. Their salesmen and some of the heads of the departments are stockholders in the concern. The growth of the business has been remarkable. Last July they were making between three and four hundred pairs a day. From this output to eight hundred pairs a day is a phenomenal increase and speaks volumes for the merits of their product.

Advised Him to Lean Shoemaking

Sir Thomas Shaughnessy, the C. P. R. president, is somewhat noted for his quaint wit. On one occasion a pompous young man with very high notions of his own importance, consulted him in regard to choosing a vocation for life. He said, "Sir Thomas, as you have been a very successful man, I am sure you are capable of giving excellent advice to a young man just starting in life. What business would you advise me to engage in?"

"Shoemaking," was the sententious reply. The young man gazed at him in blank amazement for several seconds, but seeing that he was apparently in deep earnest, he inquired his reason for recommending such a humble occupation.

Without a smile Sir Thomas replied: "Shoemaking is a good business, a very good business, and it will always remain a good business as long as babies are born barefooted."

He Enters Upon a New Field

George F. Hennessey, who has been connected with the Montreal office of the United Shoe Machinery Co. for the past five years has been transferred to the Toronto office and taken a position on the traveling staff. He will cover all Western Ontario, the ground which has been so ably looked after for the past five years by S. G. Amero, who is retiring from the firm to enter another field of activity. Mr. Hennessey is a native of Lynn, Mass., that great New England shoe centre. He secured his first job in the factories of that city and gained valuable experience. Twelve years ago he became identified with the U. S. M. Co., entering the office in Lynn, where he was placed in charge of the parts depart-

ment. In 1907 he was sent to Montreal. He was in control of the parts and findings branches and later supervised the order, purchasing and shipping departments. For some time past he has been in full control of the order department solely. Mr. Hennessey is now calling upon the manufacturers of Ontario and is being accorded a hearty reception. He is a young man of gentlemanly disposition, business ability and unflagging energy, who knows the wants of his customers. He is thoroughly practical in every branch of the trade, from the raw material to the finished product and his record with the company has been clean, progressive and efficient.

An Alert Eastern Ontario Shoeman

One of the most successful shoe retailers of Eastern Ontario, whose place of business is at 408 Bank street, is Mr. M. Stewart. He is a native of the Ottawa Valley, having been born and educated in Renfrew. He entered upon the shoe business fifteen years ago and for the last five has been engaged in the trade in the Capital City. Mr. Stewart



is of Highland extraction and when he is not selling shoes he dearly loves a game of curling in the winter and bowling in the summer. He is a man of splendid physique, genial disposition and business ability. In his younger days he was considered quite an athlete and still retains a lively interest in good, clean sport. In the shoe line Mr. Stewart is a careful, discriminating buyer, a student of style tendencies and keeps a well assorted and neatly arranged stock. He is well liked, both by his customers and all the travelers who call on him. He considers that one of the most important functions in a live retailer's calling is to give every customer a proper fit. He is one merchant who would far sooner lose a sale than endeavor to foist on a patron a pair of shoes which were not suitable and would give discomfort.

Be frank and courteous with your customers, never misrepresent your goods and pay particular attention to the individual needs of each caller are guiding principles in Mr. Stewart's business.

Mr. Lindsay Takes a Step Higher

Mr. J. K. Lindsay, who for the past two years has been chief accountant in the Toronto offices of the Canadian Consolidated Rubber Co., has been appointed District Manager of the Toronto Division. He succeeds Mr. R. E. Jamieson, who was recently made General Sales Manager of the Company and who has removed to Montreal, where his headquarters are. For over a quarter of a century Mr. Lindsay has been associated with the shoe trade and, while his extended experience has been principally on the financial side, he possesses a good working knowledge and acquaintance with the business in its various departments. His first connection was as secretary with a large shoe house in Montreal. Then, for a number of years he was engaged in a similar capacity with the J. D. King Co., of Toronto. Some twelve

years ago he left to embark in business for himself in partnership with the late H. S. Robinson, forming the Robinson and Lindsay Rubber Co., of Toronto, who were selling agents for the Maple Leaf Rubber Co., of Port Dalhousie. On the formation of the Canadian Consolidated Rubber Co., he joined the Toronto branch as chief accountant. A number of the members of the present staff served under him for some years and are naturally pleased at the recognition which has just been accorded him by his elevation to the responsible position of District Manager. Of a quiet and retiring disposition, Mr. Lindsay is a gentleman who has made many warm, personal friends among all branches of the Canadian footwear trade who heartily congratulate him on his well deserved promotion.

A Hustler After Business

J. G. McDiarmid, who covers the West, and covers it well, for the Cook-Fitzgerald Co., Limited, of London, is a veteran in the traveling ranks. For the last seven or eight years he has been identified with this enterprising firm and previous to that he was representative for the James McCready Co., Limited, of Montreal. His first job on the road was with the J. D. King Co., with whom he remained for a number of years. Mr. McDiarmid gained his experience in the retail line at the Big 88, on Queen Street West, Toronto, where his father was for a number of years in



partnership with Warren T. Fegan, and where "Jake," as he is familiarly known, hustled parcels and learned the art of salesmanship. He considers that his retail insight has served him in good stead, and has proved a valuable help to him on the road. Mr. McDiarmid is a congenial and agreeable traveling man, makes fast friends with his customers, and is well liked by his associates. Mr. and Mrs. McDiarmid reside in Toronto, but generally spend their summers at Christie's Lake, in Lanark County, where he runs a motorboat and fishes to his heart's content.

Sole Leather Takes Another Jump

The prices of leather appear to be stiffening all the time. Since the last edition of the SHOE AND LEATHER JOURNAL hemlock sole leather has gone up a cent per pound, while the prices for oak are remarkably stiff. Some sole leather firms are asking a cent more than current quotations to cover any manufacturer for a month. "We do not know where we are at with South American dry hides advancing all the time, and whether another advance is coming we cannot tell you," declared one of the largest operators this week. Tap soles have gone up ten per cent. all around. This advance went into effect last week. The news will not make pleasant reading to the shoe repair men of the province. The quotations for manufacturing purposes on hemlock soles per pound are: No. 1 sides, 28 to 29; No. 2, 27 to 28; No. 3, 25 to 26; No. 1 bends are 40 to 42 cents, backs 36 to 37½, and crops 34 to

35½. The figures for No. 1 oak sides are 34 cents; No. 2, 32; No. 3, 30 cents; No. 1 oak bends are 45 cents, backs 41 and crops 38. Some of the leading shoe manufacturers report that there has been an increase of two cents per foot on the best grades of dongola, while calfskin tanners are not anxious to take orders. They are delivering what they have on contract, but certainly many of them are not hunting for business like they were a few months ago. Skins are not to hand to enable them to guarantee deliveries within a certain time and boot factories have not as much stock as they would like at the beginning of their spring run. Several when seen this week complained of delay in getting skins from the manufacturers. The situation is one that is far from comfortable for both tanner and shoe manufacturer, and just how much higher prices will go is a problem which many would like to have solved.

Order Your Spring Goods Now

Now is the time to place orders for spring shoes. The shoeman who hangs off under the mistaken idea that he is going to buy shoes a little bit cheaper later on in the year, is tackling the buying problem the wrong way. As the situation stands to-day many manufacturers are not sure that certain classes of leather will not go up in price at any moment. They have no guarantee of price stability in these lines, which, of course, is due to the fact that the leather men cannot be sure that they are going to get supplies. A manufacturer told the writer the other day that he had been quoted a certain price on a line of tan calf leather in the morning and in the afternoon when he went over to look at the stuff the leather man had raised the price fully 10 per cent., and that he did not care whether the manufacturer took the leather or not, because he could get rid of it very easily at just about his own price.

Naturally, if the price goes up again—as it undoubtedly will on some lines—the manufacturer is not likely to stand for the loss. The consumer will have to pay through the retailer. Consequently the latter is pursuing a misguided course if he delays his buying under the illusion that he can get better terms by so doing. The only chance of this would be in case some manufacturer had not secured his share of business and would take orders at a lower rate to keep the wheels turning. Now any one familiar with the way orders for spring are flowing into the factories at present and the pressure of the production equipment in getting out sorting orders of one kind and another, will realize at once that this is a futile hope. No manufacturer this year will be under the necessity for drumming up business at reduced rates. Such a thing may happen in a few isolated instances, of course, but it will not be general by any means.

If you want to get proper attention and get your goods delivered on time at present prices, *now* is the time to place your orders for spring shipments if you have not already done so. You will be the gainer in more ways than one. *This comment is not inspired by any interested parties, but by the SHOE AND LEATHER JOURNAL'S knowledge of the inside situation.*

An Eastern View on Leather Prices

With regard to the resolution adopted by the tanners of Ontario to further advance the price of leather ten per cent., R. T. Hayes, of J. H. Humphrey & Co., wholesale boots and shoes, St. John, N.B., in an interview said that in view of the fact that the purchase price of hides and skins was steadily on the increase, due to the great shortage of cattle and hides and of the increase in the population, this was not at all surprising. He further pointed out that this advance was necessary to the maintenance of the tanning industry. This advance will affect the boot and shoe industry throughout the Maritime Provinces, and through them the consumers.

Mr. Hayes said during the past ten years the price of hides used for sole leather had advanced nearly fifty per cent. The price on hides to-day that ten years ago could be bought for ten and fifteen cents is now seventeen and twenty cents respectively.

In answer to letters to*the large boot, shoe and leather

firms of A. Davis and Duclou & Payan, asking for quotations on the spring market, both these firms stated that in view of the fact that the price of leather was steadily on the increase, while they would fulfil their present contracts they could only quote the present prices on hides. Never before has the leather market been so high and it is Mr. Hayes' opinion that six months will see another increase.

Government statistics show that the population of the United States in 1910 was 76 millions and the cattle supply was 64 millions. The present population of the United States is 95 millions, while the cattle supply is only 57 millions. In other words, besides the increased demand for leather of all kinds there is a call for fifty millions more shoes with several millions less hides with which to produce them.

During the winter of 1910-1911 the severe drought prevailing through the cattle countries necessitated the marketing of a larger number of young cattle, and during the severe winter of 1911 and 1912 a great many cattle perished. In the spring of 1912 the price of foodstuffs for cattle was so high that the raising of them was thought to be unprofitable, with the resulting scarcity of hides.

Made Him Come to Time

A live retailer had a bad cheque passed on him; it came back from the bank stamped "No Good." The retailer wrote and then telephoned again to the man who overdrew

his account, but without avail. Finally the justly exasperated merchant threatened to put the cheque in his window, and he made good his threat after giving the slow customer a final chance. The cheque was pasted on a large showcard bearing these words: "Experience often costs dearly. This bit of it cost us \$10; the cheque came back from the bank marked 'No Good.'" The advertisement had fine pulling power. In a remarkably short time Mr. Over Drawer hustled in, paid the cash and got that card out of the window.

Shoe Prices in the Capital

An Ottawa paper, speaking of the higher price for shoes, says that locally the new prices will not take effect until the spring goods come in. At the Slater Shoe Store they will still sell shoes for men at \$3.50 and \$5.00 as formerly, but, of course they will not bear the same quality as those that formerly sold for that price

A. J. Stephens & Son have been notified of the increase from the manufacturers and find that the increase will amount to about 10 per cent.

"Of course we will still carry shoes to sell at the same prices as they did last year, but it stands to reason the quality will be slightly inferior. For a man who has \$3.50 in his

A WELL APPOINTED AND COMMODIOUS NEW FACTORY

There is a decided building boom now going on in Montreal shoe manufacturing circles. The most recently finished factory is that of Kirvan-Doig Limited, which is 100 feet by 50 feet, three storeys high, built of reinforced concrete, absolutely fireproof, and splendidly lighted, as all the flats have windows every couple of feet on all sides. Another

The latter is on the next floor and the machinery therein is so arranged that it makes a progressive operation all round. The ground floor is used for treeing, packing and fitting rooms, with nicely fitted up offices in the front.

Another feature which is in accordance with up-to-date shoe manufacturing processes is the complete dust system



feature of this building is that the working space in the building is not interfered with by elevators or stairways, these being in a special section by themselves.

The arrangement of the factory is new and decidedly practical. The cutting, shipping and sole leather departments are all on the top floor, and the different operations are so arranged that all the parts of every shoe are completed on this floor ready to go down to the making room.

installed, which is driven by a 10 h.p. motor and which clears all dust from the air the machine operators breathe, as well as purifying the atmosphere. Production will be trebled.

This is one instance that goes to show the immense strides the shoe industry is making throughout manufacturing centres and especially in Montreal, which is now, without doubt the shoe centre of Canada, and is rapidly becoming one of the leading points on the continent.

pocket we will keep a shoe to sell for that price."

An entirely different view of the matter is taken by Mr. R. Masson, Sparks Street, who claims there will be no advance in the better grades of shoes.

"The advance will only be felt in the cheaper grades," was what this retailer said. "I have all my buying done for spring shoes and the shoes that sold for \$6.00 last spring will sell for \$6.00 this spring, and there will be the same quality in the goods. There is a small advance in the price of leather, but it is so trivial that it will not be felt by the buyer. The shoes are costing me a little more than they did last year, but on the better grade of shoes it will amount to only about five per cent., and I will not add that much to the prices."

News Notes from Quebec

The sum realized from the affairs of J. B. Belanger, shoe retailer, was about forty-four cents on the dollar.

Albert Racine, chrome tanner of sides, has added a new flat to his tannery and is making a specialty of chrome box kip in all colors.

Business in the shoe retail line has been rather slow of late owing to the bad weather. There is more demand for rubber soles and heels than there has been for some time.

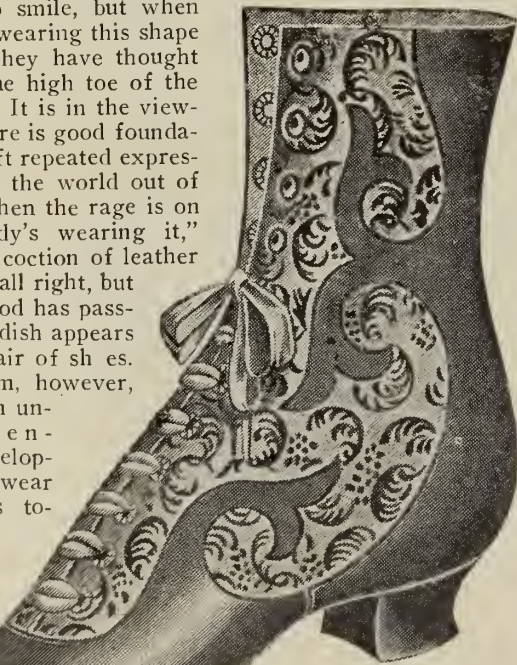
All the shoe manufacturers are receiving large orders for spring and summer goods and there is an excellent prospect for a busy season. Leather is firm but there have been no advances in price of late. Calfskins are in great demand.

L. Morency, who is engaged extensively in the manufacture of shoe cartons, is erecting a large new factory at St. Malo. He has been granted tax exemption for ten years on the building.

A few of the many friends of J. A. Scott tendered him a banquet recently at the Kent House, Montmorency Falls, after an enjoyable trip by automobile to St. Anne de Beaupre. Mr. Scott has one of the largest sole leather businesses in the Dominion and enjoys a wide measure of esteem among the trade.

The Freaks of Dame Fashion

In the evolution of styles and the desire for "millinery" effects in footwear one may pause and wonder if the pendulum of fashion will swing back to creations like this, which were a la mode a few years ago. The illustration may cause the reader to smile, but when women were wearing this shape what would they have thought of the extreme high toe of the present day? It is in the viewpoint, and there is good foundation for the oft repeated expression, "Out of the world out of fashion." When the rage is on and "everybody's wearing it," any pedal concoction of leather or cloth looks all right, but when the period has passed, how outlandish appears the derelict pair of shoes. It would seem, however, that of late an unmistakable tendency has developed among footwear manufacturers toward saner, more conservative and graceful lines. Can-



adian retailers generally deplore handling freakish or eccentric shapes and the only reason they do so is as a matter of protection or an indulgence to the whims of certain patrons rather than an endorsement of the model or its outlines.

Assistance Not Insistence

A leading shoe retailer sent around the following notice a few days ago to his staff. The first line caught the attention at once, as it read: "You can raise your salary." Then followed these timely words and thoughts: "If you: Courteously assist your customers to buy what they want. Be attentive. Don't let your mind wander. Listen to your customer. Let them do most of the talking while you ask questions. Get their ideas of what they want. Don't tell them what you think they ought to have. Our selling idea is assistance not insistence. Always keep your merchandise well displayed and department clean."

Some Recent Inventions

The following information is specially compiled for the SHOE AND LEATHER JOURNAL, by Messrs. Hughes & Young, patent agents, of 55-56 Chancery Lane, London, W.C., Eng., 12210. H. Gaubatz, 30, Allee-Strasse, Pirmasens, Pfalz, Germany. In a machine for applying color to the edges of leather sheets or leather articles, such as boot uppers, and polishing them, the coloring roll operates immediately in advance of a polisher having several grooves of different widths, and the polisher is arranged so that the required groove may be rapidly brought into the operating position. The color passes from a tank and jet to a rotating coloring roll placed in front of the polishing roll. The roll may consist of a felt wheel having metal cheeks, and the polisher may be heated by a flame. The work is fed forwards, in contact with both rolls, by a belt-driven wheel, and is held in place by an optionally bevelled press-wheel carried by a spring-pressed rod. The polisher is secured on the shaft by a set screw, by loosening which the roller may be raised or lowered to bring the groove of required width level with the edge of the leather under treatment.

12729. F. Wette, 3, Kornpforstrasse, Coblenz on Rhine, Germany. Soles, protectors for. A sole protector comprising a rubber border and a central leather filling-piece, has the filling piece provided with a stepped flange to engage a corresponding flange on the rubber border. Leather pieces are let into the rubber, and securing pegs are driven through these pieces.

12846. Messrs. Gimson & Co., engine works, Vulcan Rd., and S. Keats, 96, Mere Rd., both in Leicester. Pounding up and the like. A pounding-up machine of the type described in specification No. 24214-10, has tubes or solid spindles as beating members. The spindles have tapered ends fitted tightly into corresponding holes in the supporting flanges to prevent the spindles from revolving. The spindles may have square or flattened ends fitting into holes in the flanges, or holes may be formed in the spindle to take projections on the flanges.

13239. A. Millet, 98, Rue Leyteire, Bordeaux, France. Soles. A rubber sole is attached to an ordinary leather sole by hollowing the leather sole a little distance from its edges. The edges of the rubber sole are sunk into this hollowing, the rubber sole being stuck to the leather sole by adhesive and also stitched thereto by stitching passing through the two soles.

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there is the big range of our Spring and Summer lines, which travelers are showing and which you should see right now. If you haven't had the opportunity as yet, let us know and see how soon we'll get our representative around to see you.

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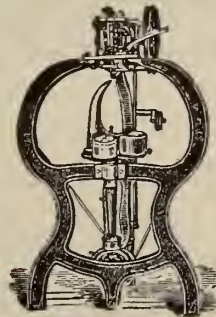
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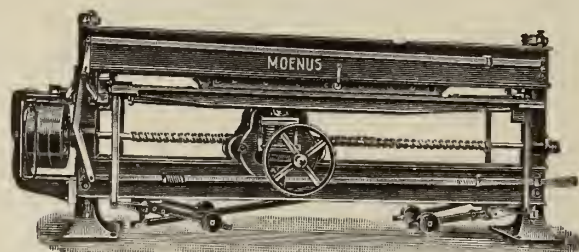
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FRANKFORT - ON - MAIN, GERMANY



“Altera” Embossing and Ironing Machine

Most beautiful deep Embossing
Any grain or design can be done to
highest perfection.



Complete Album of grains sent free
on application.

**Machinery for Tanners, Curriers, Belting, Boot
and Shoe Manufacturers.**



A FEW
INSIDE FACTS
ABOUT
EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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  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: Lagachetiere and St. Monique Sts. • MONTREAL, QUE.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



MINER **M**^{INER}_{EANS}^{ERIT} **SHEFFORD**

THE READY MERCHANT

is the one that will reap the benefits when the harvest comes.

And the harvest in Rubbers comes with the wet, rainy and rough weather.

The satisfying qualities we have embodied in "Miners" and "Sheffords" from the beginning have gained for them with the public a prestige which, when the time comes, will be evidenced by a surprisingly large call for these brands.

The rough season is right at hand. Are you ready? If not, remember the unexcelled service we are in position to offer.

MINER RUBBER CO., Limited

Head Office and Factories
GRANBY, Quebec

MONTREAL, 72 St. Peter St.

TORONTO, 93-99 Spadina Ave.

QUEBEC, 21 Notre Dame St.

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some Features of This Issue

Can Cost of Doing Business Be Lessened?
—Retailers Express Their Views

□ □ □

Incompetence Largely Cause of Failures
To-day—Judging Health of a Business

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Announcement of Successful Shoe Sell-
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Leather and Hide Situation Holds No
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Sixty-Two Years in Shoe Selling Game
—Changes in Retailing Footwear

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Your Requirements in Rough Weather Goods I can look after to your entire satisfaction

Because it is my business to do so and I endeavor to work on the principle of satisfaction to all.

I always carry a good stock of lines for which there is liable to be a quick call and am therefore in position to handle all such orders promptly and in good shape.

And the quality of the goods—well you no doubt know from past experience that in every case it is kept up to a certain standard—a standard which always assures the best value.

You will very likely be in need of something in “Kant Krack,” “Dainty Mode,” “Royal,” or “Bull Dog Rubbers,” “Elmira Felts,” “Trickett’s Slippers,” “Moose Moccasins,” “Oil Tans,” etc. If so, send along the order and we’ll supply the goods.

JAMES ROBINSON

184-186 MCGILL STREET

MONTREAL

--

QUEBEC



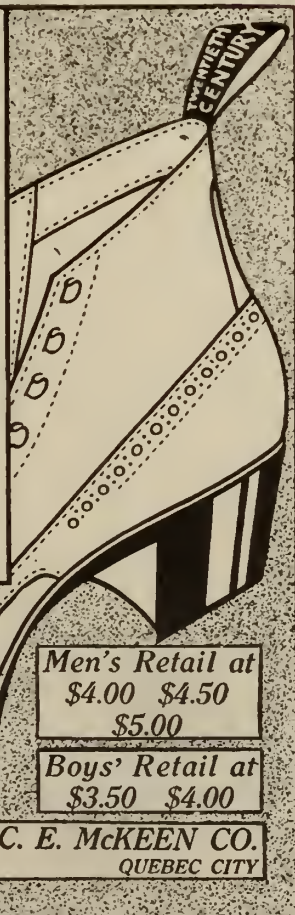
ASK FOR
So Cosy
TRADE MARK
SHOES

Please the Baby's mother first by showing a variety of *So Cosy* baby shoes— Then you'll be sure to sell her a pair of those dainty *So Cosy* Boudoir slippers for herself.
So Cosy Shoes are right.
THE HURLBUT CO. LIMITED
PRESTON CANADA

The service that ensures the greater satisfaction, is the nature of the service you extend to every customer with a pair of

— Twentieth —
Century Welts

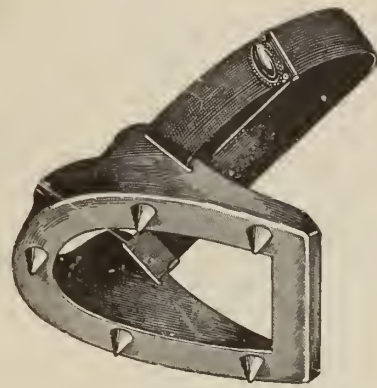
And this is the service which maintains good custom and creates more.



Men's Retail at
\$4.00 \$4.50
\$5.00

Boys' Retail at
\$3.50 \$4.00

The C. E. MCKEEN CO.
QUEBEC CITY



HAVE YOU PLACED
YOUR ORDER FOR
THE
**FEATHERWEIGHT
ICE-CREEPER**

If not, don't you think it would be advisable to do so right now.

Because, it is surprising how the time slips by and it will seem no time until the icy season is here.

Then is when you are going to make some extra money, because "Featherweight Ice-creepers" sell fast and show a good profit.

If you cannot place your order through your jobber, write direct to us.

P. E. BOIVIN
PATENTEE AND MANUFACTURER
GRANBY, QUE.
ALSO TROY, N.Y.

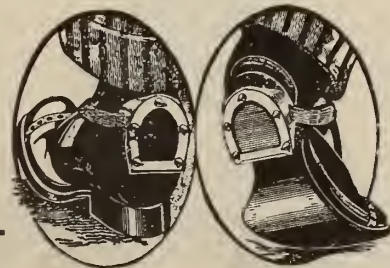


Fig. 1

Fig. 2

Fig. 1 shows creeper pushed up from heel when not in use. Fig. 2 shows creeper in use.

Six New Snappy Welt Lasts



This is our contribution for Spring, 1913, to the already large and representative range of LINTON WELTS we have placed before the retail trade for years past.

Any LINTON WELT is a trade winner. If you have not proven this by experience hitherto, *start now*.

Drop us a line.



JAS. LINTON & CO.

Head Office and Factory
MONTREAL

Branch Office
WINNIPEG



PHOTOGRAPH OF
ORDINARY RUSSIA CALF

Which
way do
your
shoes
act when
the sun
gets at
them

?



PHOTOGRAPH OF
"BEST YET" RUSSIA CALF

A PIECE of ordinary Tan Russia Calf and a piece of "Best Yet" Tan Russia Calf were exposed to the action of the sun's rays for an equal length of time. The above pictures tell the story of the result---and it's results that count. All the arguments and explanations of all the makers of ordinary Tan Russia Calf can not refute the arguments presented by these two illustrations.

They prove the contention that "Best Yet" is **the** tan calf for good shoes.

If the retailer is able to display your tan shoes in his window without injury to them, isn't that going to help your sales? Think that over for a minute and then send for a few skins of "Best Yet" as a trial.

DAVIS LEATHER CO., LIMITED
NEWMARKET, ONTARIO

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

Just a moment please!



“Roundup”

- It is one matter to engage the attention of your patron—holding it is another thing.
- You must have a product with merit and back of that a service that satisfies.
- ASTORIA and LIBERTY quality will win friends for you Mr. Retailer. With our increased capacity they are yours for the bidding. See our young men on the road or write, wire or phone us.

Retail \$4.50 to \$7.00
and higher

The
COOK-FITZGERALD CO.
LIMITED
LONDON - ONTARIO



Stock No. 903. Price \$2.35
Calf Top Welt Boot, Gun Metal Vamp.

Never

was there such a great demand for Button Boots as this season.

Our **In Stock** sales are proving this.

The **Canadian Trade** are buying these goods in large quantities.

Seven repeat orders from one customer within four weeks.



Lose No Time

Order from our **Stock Dept.** by the pair, dozen or case. Orders filled the day received.

Write for our New Catalogue containing many new styles not illustrated here.

Stock No. 806	Tan Russia Calf Welt Button Boot	-	-	Price \$2.60
" " 807	Tan Willow Calf High Cut Welt Blucher Boot	"	"	3.00
" " 803	Gun Metal Calf High Cut Welt Button Boot	-	"	2.60
" " 804	Patent Vamp " " " " " "	"	"	2.60
" " 904	Cloth Top Patent Vamp " " " " " "	"	"	2.25



Stock No. 902. Price \$2.35
Calf Top Welt Boot, Patent Colt Vamp.

P. J. HARNEY SHOE CO. LYNN, Massachusetts



No. 214—Patent 3-Button Oxford No. 34 Last, Lynn Heel. Also in Tan, No. 210, and in Gun Metal, No. 234. All "FLEX. WELT."

"Kingsbury" and America's Beauty Oxford Lines.

Are in a class by themselves as quick-sellers and profit-maker for the retailer.

Here are four Women's Oxford styles picked from a very large and choice collection.

You can order them direct from this ad. by quoting proper number.

We supply our customers with electros of any cuts used in these ads.

Save Time By Ordering Direct.



No. 223—Patent Blucher Oxford, Dome Toe, New York Heel.

Kingsbury Footwear Co.

LIMITED

Specialists in Ladies' Footwear

MONTREAL



No. 275—Women's Vici Kid, Blucher Oxford, Patent Heel Fox, Modified Toe,



No. 395—Women's Patent Colonial.
 No. 367—Women's Gun Metal Calf Colonial,
 No. 357—Women's Tan Calf Colonial.
 All 28 Last, Cuban Heel,



“White Hope”

Getting in

Are you alive to the future for “Just Wright” shoes in Canada?

This line has led the procession of good shoes for thirty years.

A “Just Wright” Agency will be established in every city and town in the Dominion. Will you have it or your competitor?



“Plaza”

**E. T. Wright &
Rockland, Mass., U.S.A.**

"Just Wright"



"Goin' Sum"

Hitch your wagon to a winner and become a "Just Wright" dealer.

Success begets success and we can help you to attain it.

The best shoes to retail at five and seven dollars per pair.



"Grizzly Bear"

Company, Inc.

St. Thomas, Ont., Can.



WELL BUILT POPULAR-PRICED SHOES

—
A Big Factor in a
Profitable Business

Compare these two
lasts and prices with
others - - - -

No. 26—In Button and Laced; Bluchers
and Bals.; high cuts; Oxfords and Pumps;
Tan, Gun Metal, Velour,
Patent. Per pair - - - - **\$2.65**

No. 32—In Button and Laced; Bluchers
and Bals.; high cuts; Oxfords and Pumps;
Tan, Gun Metal, Velour,
Patent. Per pair - - - - **\$2.65**



The day when you could show your trade either an exclusive high-priced line—that netted you only a moderate profit—or else a lot of cheap shoes—from which you could make nothing but bad friends—has departed.

The women of to-day demand a fashionable shoe made from real leather that will wear well and hold its shape. They ask all of this and the majority—remember it is the confidence of the majority you desire—only expect to pay a moderate sum for them.

We have met this demand with the “Perth” shoe. By operating a highly specialized factory, with the most skilled mechanics producing only Ladies’ Welts, we are able to offer shoes that will win the admiration of your women custom.

Surely you will find it well worth while to inspect our Spring Samples closely.

THE WINN COMPANY
LIMITED
PERTH - - - - ONTARIO



Stock the "REGINA" Brand
—the Road to Larger Profits.



Here is another "REGINA" favorite. It is one of our new WELTS, and like the rest of our Welts and our McKays is noted for its style and quiet elegance. You can order it from stock, just as you can order thus all other lines made by us. Write us today.

REGINA SHOE COMPANY, LIMITED
MONTREAL

J. I. CHOUINARD, Sales Agent

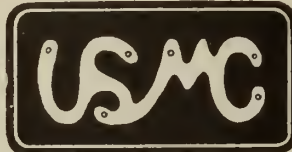
Carries IN STOCK all lines of shoes made by us



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.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

We have the Stocks on the Spot



THAT'S
WHAT
COUNTS
WHEN
YOU
WANT
GOODS
IN A
GREAT
HURRY.



With our long chain of Branches we can serve you so promptly that your Rubber Footwear worries are overcome entirely. Write our nearest Branch.

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

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

HAVE YOU SEEN

The dandy range of styles in fine shoes for men which our travelers are now showing throughout the Dominion? If you haven't you still are to have the opportunity of inspecting the best array of spring and summer shoes we have as yet produced. And we believe this season, the best there is in Men's Good Shoes will be found among

HARTT SAMPLES

demonstrate the superiority of Canadian shoe making, not only in style but also in workmanship. The new lasts we have added show the latest and best creations in Men's Fine Shoes and the way they are taking hold with the trade is an assurance of their success.

Be sure to let our traveler show you through and take your order

**FOR SPRING
NINETEEN
THIRTEEN**

**THE HARTT BOOT & SHOE CO.
LIMITED**

Canada's Best Shoemakers

FREDERICTON,

NEW BRUNSWICK



"CITY" LAST

Men's Tan Russia Calf Blucher Bal.

—Quick Turnover
—Living Profit
—Minimum Expense

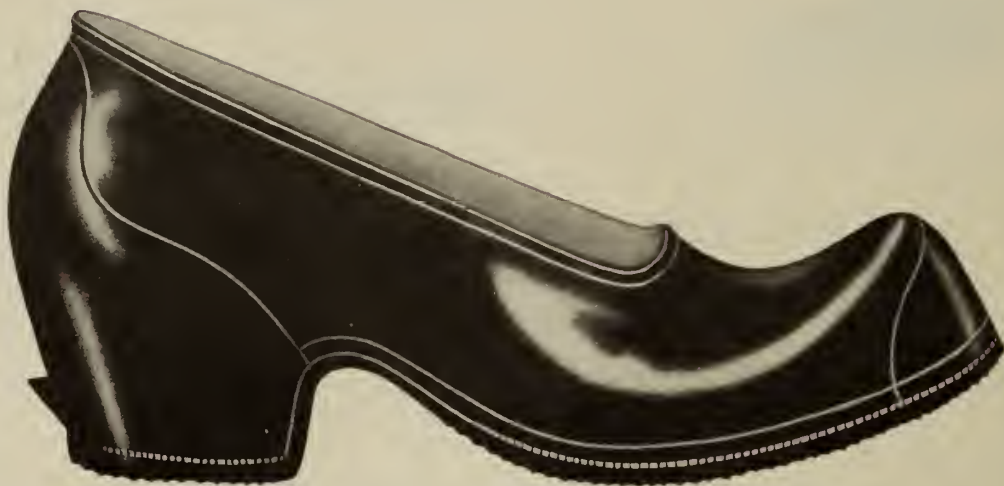
- ☞ We have plenty more like these two lasts and every shoe will give you good satisfaction along the lines indicated above.
- ☞ And they guarantee "come-back" customers every time.
- ☞ Are YOU selling as many RIDEAU shoes as you should?
- ☞ We have the goods. It's up to you.

THE RIDEAU SHOE CO.
LIMITED
MONTREAL



"PARK" LAST

Men's Gun Metal Calf Blucher Oxford with Fancy Quarter



We Can Fit Perfectly The Latest Styles of Shoes With "Columbus" Rubbers

To make rubbers that fit staple lines of shoes alone is not our sole aim: We also manufacture rubbers over the very latest lasts; therefore, we fit **Snugly** all the newer styles of footwear as well.

The dealer who sells "Columbus" rubbers is in the best possible strategic position to successfully bid for the rubber trade in his town.

Are you selling "Columbus" rubbers ?

Columbus Rubber Company of Montreal Limited

Montreal

Quebec

J. I. Chouinard, Selling Agent.





THE LOGICAL SHOE

For cold, wet or rough weather because, in the first place, the Doctors Antiseptic Shoe is absolutely waterproof, both the sole and the upper being put through a special and thorough process.

Secondly, an inner sole of thermal asbestos keeps the heat of the foot within the shoe and prevents the cold from entering.

And thirdly, the lasts upon which the Doctors are made show style which is mostly unexpected in shoes built to resist cold and wet. These styles are modern and neat in appearance.

So you see when you sell a pair of Doctors you give your customer a "bunch of satisfaction" which is bound to create business friendship, and business friendship means permanent custom.

The
TEBBUTT SHOE & LEATHER CO.
 LIMITED
 THREE RIVERS - - - QUEBEC

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

ELK LEATHER

It has become one of our regular lines and an opportunity to submit you samples would be appreciated.

We can supply it in

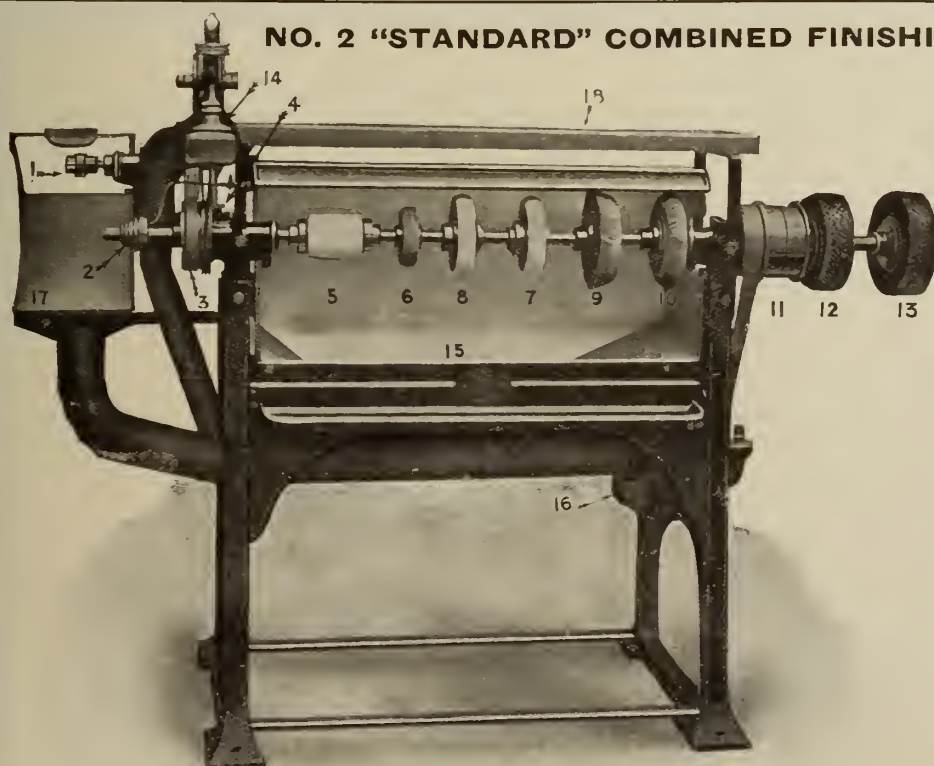
TAN AND BLACK

Also Ooze splits in Colors and Blacks, in all weights.

Place a sample order with us, we can please you.

A. DAVIS & SON, Limited

Kingston Tannery



NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)

This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON, VALLEY ROAD, LEICESTER, ENG.

THAT P-V HORSE!

If you cut Horsehide Gloves and Mittens use the P. & V. Lines.

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

Also Tanners of Splits and Cow Hides.

TRY SAMPLE DOZENS.

PFISTER & VOGEL LEATHER CO.

MILWAUKEE - WIS.

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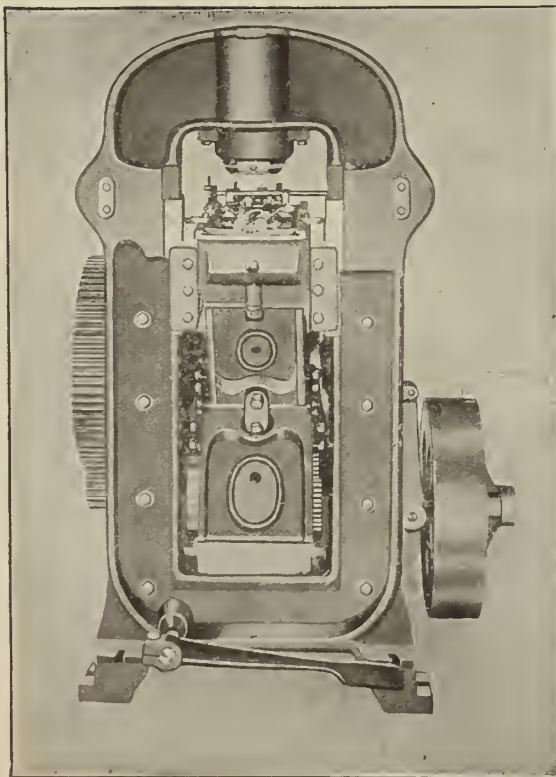
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YOUNG AUTOMATIC HEEL COMPRESSOR

Adapted to Compress all Kinds of Heels
Capacity 5000 to 8000 pairs dally.

We Build a complete line of Heel Making Machinery

This includes the

WEDGE LIFT DINKER
HEEL BUILDER
HEEL LIP CUTTER
WEDGE STRIPPER
LIFT GOUGING MACHINE
HEEL COMPRESSOR

Send for our Illustrated Pamphlets To-day

W. J. Young Machinery Co.
LYNN, MASS.



Concentration on Women's Shoes

- ☞ Is one reason for McDermott success.
- ☞ All our time, energy, and money is given up to the definite aim of turning out a Women's shoe equal to, if not better than, the best.
- ☞ And the avalanche of orders for spring selling has proven the wisdom of our policy.
- ☞ Do you know McDermott shoes by personal experience? If not, why not?

The McDermott Shoe Company

Women Shoe Specialists
Montreal

THE BEST
PATENT LEATHER

IS WHAT THE
BEST PEOPLE
WANT
WE MAKE THAT KIND

FISK LIMITED

ENGLISH RUBBER HEELS

Made in a British Factory by British workmen in the British way, which assures quality and workmanship.

Imported direct for the Canadian trade

Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



Write for prices and samples



Grey Rubber stationary heel, which will give every satisfaction. Full line of ladies' and gents' sizes carried.

The Palatine Sole Protectors (Rubber)

An ideal protection for Soles Suitable for Boots, Shoes or Clogs. Non-Slipping, Economical and Comfortable



Can be used either without or in conjunction with either Revolving or Stationary

Heel Pads. Easily fixed. They are a luxury for Tender Feet.

THE PALATINE HEEL BRANCH OF THE LEYLAND & BIRMINGHAM RUBBER CO., Limited, PRESTON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT

To Make a Few Leathers And to Make Them Well

THAT IS OUR AIM. OUR VOLUME OF BUSINESS PROVES THAT WE ARE SUCCEEDING

MOSCOW
(CHROME)

Box or Plain Dull Finish. A leather that will give you perfect satisfaction.

Prices reasonable.

Deliveries prompt.

NECHRO
(NEAR CHROME)

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

BROWN RUSSETT
(ECONOMICAL)

You cannot get a finer leather at the price.

It has made good with leading manufacturers in United States.

FLEXIBLE SPLITS—For either Welts or McKays. This is a grade of leather that we are proud of. You will not be disappointed in it.

CANADIAN MANUFACTURERS ARE ESPECIALLY INVITED TO GET QUOTATIONS AND SAMPLES

GOWANDA, N.Y.
SALAMANCA, N.Y.
ALPENA, MICH.

C. MOENCH, SONS CO.
117 BEACH STREET - BOSTON

BOSTON, MASS.
CHICAGO, ILL.
ST. LOUIS, MO.

TO GIVE FULL VALUE IN STYLE AND WEAR



Sell Williams' Shoes

Your customer will appreciate, in the shoes you sell, the qualities that he wants in the shoes he is to wear.

Every man looks for wear, style, strength and finish in his shoes.

Therefore, sell Williams' Shoes for they combine these qualities in greater measure than any others. Stock them. Your sales will grow.

WILLIAMS SHOE COMPANY
BRAMPTON - - - ONTARIO



DEVELOP THE CONFIDENCE OF THE GROWING GENERATION

Particularly the boys, because boys soon become men, and men as a rule are good buyers. And if you have developed their confidence in you and your business, you have attracted to your store, good customers and good customers mean good profits. "Canadian Boy Shoes," will best effect this development for you, because they are thoroughly reliable and honest, and give that quality of service which ensures good satisfaction to every wearer.

Give "Canadian Boy Shoes" a good try-out, see what they can do for you.

THE RELIANCE SHOE CO., LIMITED

122 ADELAIDE STREET WEST

..

..

..

TORONTO

THE BEST

Everyday
SHOE

SPASMODIC INCREASES in your sales may give you considerable satisfaction, but it's the steady grind that wins out; the steady increase that gives the greater satisfaction.

And the steady increase is not created by the "freak" styles, styles that are here to-day and gone to-morrow, but the real sensible styles, styles which are neat in appearance and suitable for sale every day in the year, styles that are used in conjunction with the quality of workmanship and material that ensures the best service.

These are the styles of which "The Best Everyday Line" is comprised.

You can see the advantage!

The T. SISMAN
SHOE COMPANY, Limited
AURORA - - ONT.



¶ In the making of Surpass shoes there is one thing that is continually kept in mind and that is, "The wearer must be satisfied."

¶ We realize that upon this rests our success and also that of the merchants.

¶ And therefore every Surpass shoe that leaves our factory must have the ability to maintain the reputation we have gained by following this policy of "Satisfaction."

¶ This means that in buying our products neither the merchant nor the consumer take any chances whatever. They are sure of the best value.

LOUIS GAUTHIER
COMPANY
LIMITED
QUEBEC, P. Q.



THE YAMASKA BRAND

appearing on a shoe is your protection against inferior goods.

It is an indication that in the building of the shoe, none but modern methods were used; none but the best workmanship employed. It is also an indication that the materials used are of such a nature as to ensure the best wearing qualities.

And then every "Yamaska Brand" carries with it a degree of foot-comfort that is bound to please the wearer.

These are points worthy of considerable thought in buying and selling.

La Compagnie

J. A. & M. COTE
ST. HYACINTHE, P.Q.

IF IT'S NEW WE HAVE IT

A TIME SAVER

FOR YOU
YOUR CUSTOMER



Time
is
Money

Serving a
Customer
Becomes
Easy

A COMBINED SHOE STOOL MIRROR MEASURE FOOT REST

This stool is Cabinet-made of solid selected hard wood, seat has a base of sheet steel. The space at back of foot rest is used for advertising any specialty you desire to push. Finished in Mahogany, Oak, etc. A necessity for High-Class Shoe Stores. We are headquarters for

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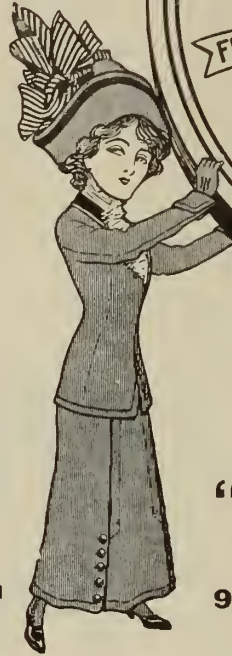
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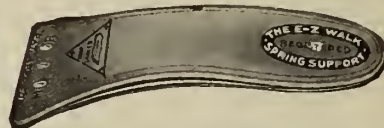
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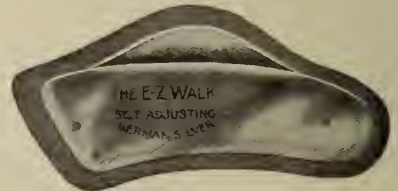
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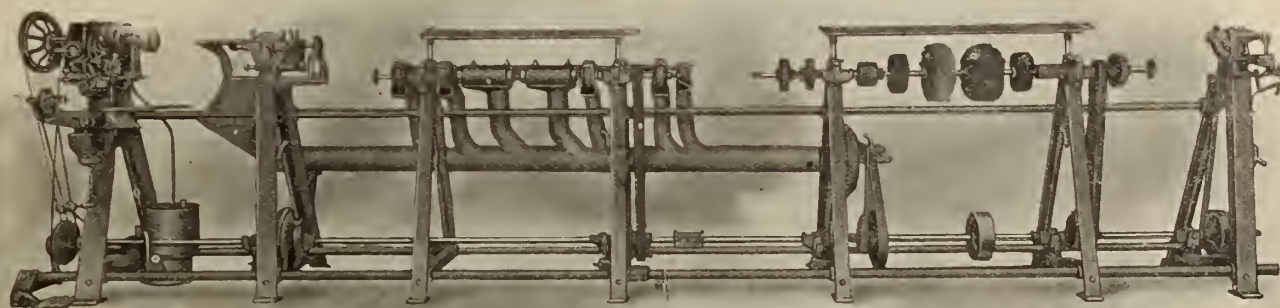
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The Buffing and Scouring Machine has a shaft 57 inches long and carries the following equipment:

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

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

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

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

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How the Cost of Doing Business Is Climbing Up

Rents, Wages, Etc., Have Greatly Increased, but Margin of Profit on Shoes Has Not Proportionately Advanced—Only Remedy Lies in Raising Prices and Turning Over Stock More Frequently

The increased cost of doing business. This is the one live topic among retailers to-day, and second only in interest to the growing cost of footwear in general. The expenses of retailing have been going up and up. Merchants have found that profits have not advanced in proportion to the added outlay required to keep the store, stock and service up-to-date. How profits can be advanced, stocks be reduced and turned over more frequently, greater efficiency and better selling methods be maintained are problems of vital import.

The average merchant finds that he really cannot do business on the same margin of profit nowadays as he did five years ago. Rent, taxes and wages of salesmen have gone up, and more money has to be disbursed in advertising, store fixtures, window displays, etc., not to speak of many other lines. How do merchants in various parts of the country view the present situation and its outlook? Have they any suggestions to offer in the matter of lessening expenses or turning over a stock more frequently. With the object of gaining some idea of the cost of doing business in various parts of the country, several representative dealers in various centres have been interviewed. Their views are pertinent and interesting.

Farmer Bros., of Arnprior, say that they could not do business to-day on the same margin of profit that they did five years ago if their trade was not considerably larger. They think that their volume of business has increased in proportion to the advance in rents, wages, etc. During the past five years rent, wages of clerks, etc., have gone up in Arnprior about 20 p.c. They have not spent more money in advertising, store fixtures, etc., during the past year than they did previously, and add: "Perhaps it would pay us to do so on a larger scale than we have in the past. As to how the cost of doing business may be lessened, we may say we are studying that problem at all times and do not seem able to reduce the cost only by lessening the risk of the business and converting it more and more into a cash basis. If they can help it, we do not find that people are willing to pay more for shoes than they did a few years ago. We have some customers who can afford to pay better prices. We have complaints from people regarding the upward price of boots. We have to listen to these complaints regarding prices, which keep right on soaring. The average prices

paid for men's shoes in this town are: Goodyear welt, \$4.00; machine sewn, \$3.00; nailed, \$2.00; women's, Goodyear welts, \$3.50; machine sewn, \$2.50; nailed, \$1.50. Our stock is not turned over as frequently as we think it should be, and we regard the extreme changes in style as partly responsible. The methods that we have found most effective in accomplishing a frequent turnover of stock are advertising in a good many ways, principally in the local papers, and the giving of bargains at certain periods of the year and selling good shoes at all times. The latter has been our best ad."

System, Co-operation, Efficiency

B. B. Black, of Amherst, N.S., says that rents, lights, salaries, advertising and all expenses connected with the retail boot and shoe business have increased very materially during the past few years. Rents in some cases have gone up from one hundred to one hundred and fifty per cent. "With the increase in our expenses," says Mr. Black, "our percentage should be greater, or our turnover must be larger. If not, I am certain that profits will show a decrease. In order to have a proper turnover it requires system, co-operation and efficient help. We do not find many persons complaining of the cost in the higher priced lines of shoes; in fact, it is on the higher priced shoes and the new fresh stock that the best money is made."

Put On Special Day Sales

A retailer in Seaforth, Ont., writes stating that he does not believe the volume in business has increased in proportion to rents and wages. The advance in wages of salesmen of late years has been about ten per cent., while rents have gone up a good deal. More money has to be expended in store fixtures, window displays and other means of attracting trade. While customers, that is the majority of them, are willing to pay more, there are others who strenuously object to increased prices. The average figure for a man's shoe in Seaforth is \$4.00 for dull leather, and \$4.50 for patent. The most effective means to accomplish a frequent turnover in stock, the writer says, is to take the days when there are big crowds in town, such as circus days, 12th of July, Fair dates, and others, and put on a big clean-up sale.

Keep Stock Low and Well Assorted

"Yes, as a rule everybody expects higher prices in footwear, because the higher prices are brought home to them in their everyday life and necessities. Some com-

plain, but, when the matter is explained, especially the wage question, they take it for granted and accept conditions as just and reasonable," writes Fred J. Argall, of Three Rivers, Quebec. "Outside of the cheap lines the average price paid for a man's shoe is five dollars, and four dollars for a woman's." Mr. Argall adds that he would like to see his stock turned more frequently. He thinks the reason it is not is that it is too heavy or that he does not sell enough. He believes the most effective means in accomplishing a frequent turnover is in keeping your stock as low as possible and well assorted. Everything in all lines has increased in price and it is difficult to cut down expenses. Margins of profit have had to be augmented, but they have not gone up proportionately with the advance in wages, rent, taxes, etc. Since the big fire in Three Rivers, four years ago, and the city being rebuilt, rents have jumped from thirty to forty per cent. The average wages paid salesmen have also been augmented by twenty per cent. Much more has to be expended in advertising, window trims, store fixtures, etc., than formerly.

"Rents in Windsor, Ontario, have gone up fully fifty per cent. during the last five years, and the increase in stipends to salesmen has been about twenty-five per cent.," writes J. S. Edgar & Son. "Expenditures in all lines of merchandizing are more, and profits have not increased proportionately. People are willing to pay more money for the better grades of shoes, but in the cheaper lines some complaints are heard. "No, our stock is not turned over as frequently as we think it should be. This is because we carry too heavy a consignment, in order to meet as nearly as possible the competition from our neighbors in Detroit."

Factors in Cost of Doing Trade

A leading firm in Stratford, Ontario, say that shoe store rents and wages to clerks in that city have advanced fully one-third in the last five years, and business cannot be done to-day on the same margin of profit as a few years ago. The increase, however, has not been proportionate to the advance in expense. The majority of the people are willing to pay more for footwear, but some persons always complain of higher prices. The average price paid for men's fine shoes in the Classic City is five dollars, and for women's, from three and a half to four and a half dollars. Stock is not turned over as frequently as it should be, owing to having to carry so many lines. The increased cost in doing business to-day is attributed to help, rent, advertising, and the multiplication of lines. "The most effective way in accomplishing a frequent turnover of stock, in our opinion, is staying on the job six days and nights each week."

More Money for Fixtures and Displays

"Our stock is not turned over as many times as we think it should be, due to a shortage of customers and the craze for freaks and fads," says M. S. Robertson, of Shelburne, N.S. "We have found that advertising is the most effective means of keeping things on the move. The expense of doing business is going up all the while and I attribute this to 'millinery' footwear, which I consider weighs heavily both on the manufacturer and the retailer. The average jump in wages here in the last five years has been fifteen per cent., and in rents about ten per cent. More money has to be spent in advertising, store fixtures and window displays, while the volume has not increased proportionately to the other outlays. Yes, customers are buying better shoes than they did a few years ago. A customer who wants the best will always pay the price, but others have to suit their pockets. For men's shoes the average figure paid here is four fifty per pair, and for women's about three dollars."

Want More Style for Their Money

D. W. Downey, of Brockville, Ont., is another retailer who has much the same story to relate. He finds that his

expenditures for advertising, store fixtures, window displays, and other incidentals are about double what they were a few years ago. Wages have gone up from thirty to forty per cent., and rents from twenty-five to thirty-five per cent. in the last five years. The public will pay a higher figure for shoes than they did, but they also desire more style in their footwear. The five dollar shoe is the most popular for men, while a few retail at six dollars, and in women's the figures lie between three and five dollars, the larger number being around three fifty. Mr. Downey concludes: "Our stock is not turned over to-day as frequently as it should be, because, to meet the fancies of the many, we have to carry a larger variety of styles. This all means increased stock, and besides, in the better lines we purchase direct from the manufacturers, which necessitates carrying fuller ranges, as we cannot assort. The methods we have found most effective in accomplishing a frequent turnover are keeping good salesmen, regular advertising, and effective window displays. To our mind the merchant at the present time should secure an advance of fifty per cent. on factory cost and thirty-five to forty per cent. on the selling figure to enable proper wages to be paid salesmen, meet other necessary expenses, and loss through depreciation largely due to rapid alterations of style, interest on capital invested, etc., etc."

Too Many Freak Creations

An old-established Ottawa firm say that rents in the capital have ascended twenty-five per cent. in the last five years, and that salaries of salesmen have gone up fully twenty per cent. Business cannot be done to-day on the same margin of profit, and yet profits have not advanced correspondingly to what other things have. The house is doing its best, however, to meet the increased outlay by adding to the profits. Patrons are buying better footwear, and on the finer grades are putting up more money without complaint. Four to five dollars is the average price paid for women's and men's shoes. Too many changes in style, too much "millinery" foot togger, and a growing difficulty in getting rid of leftovers make it hard to turn over a stock as frequently as it should be. One of the most effective means to make things move is pushing sales between seasons and having a bargain table constantly in use. Heavy taxes, heavy rents, and increases in salaries have contributed materially to the growing cost of doing business.

100 Per Cent. Rent Increase

That Welland rents have gone up in accordance with the boom in that town, and the advent of many industries is evidenced in the fact that Reilly and Reilly report the increase in five years is from seventy-five to one hundred per cent. The wages of salesmen have also jumped fully twenty-five per cent. All such expenses have ascended to such an extent that a shoe business to-day demands a larger margin of profit. Patrons are willing to pay more money for good shoes. The firm declare it is as easy to-day to sell a five dollar shoe as it was a four dollar one three years ago. Customers do not kick at increased prices and appear to have the means to pay more for pedal adornment. The average price paid for men's fine shoes in Welland is four to five fifty, and for women's three to four fifty. "Our stock is not turned over as frequently as it should be. This is due to the great number of styles, and the numerous changes, which require us to carry a larger stock than we otherwise would. We attribute the increase in retailing to a constant demand for something new, more expensive fixtures, and the added amounts paid for rent and wages."

Conditions in Frontier Town

"We think the outlay for doing business to-day might be lessened if less stock was carried, but this scarcely seems possible. We do not see how we could very well do

(Continued on page 47)

Making a Success of the Men's Shoe Department

How This Branch of Progressive Ottawa House Has Expanded—Some Features of Its Management—Stock was Turned Over Four and a Half Times Last Year—An Anniversary Sale



J. H. CARKNER

Occupying one of the most prominent business corners in the Capital city of Canada is the widely known establishment of The Two Macs, Limited. This firm started in business several years ago in a small way and to-day has one of the largest men's wear establishments to be found anywhere in the Dominion. At first only merchant tailoring was undertaken, and subsequently came other departments, such as ready-to-wear clothing, hats, haberdashery and shoes.

The proprietor of this flourishing and busy men's wear emporium is Mr. Stewart McClenaghan, who, in addition to his extensive business interests, has served the city of Ottawa in many public capacities. For several years he was a member of the School Board, and last January was elected one of the controllers of the city, standing at the head of the polls. He has brought to bear upon the city's affairs the same insight, application and ability which has characterized the administration of his own business.

One of the most progressive and ably conducted branches of The Two Macs' enterprise is the shoe department. It



THE SHOE SECTION OF "THE TWO MACS"

was opened in March, 1908, and enlarged in July last. A gratifying evidence of the success in which this branch has met is presented in the fact that the space now occupied is three times as much as in the opening year. Only men's and boys' shoes are handled, to retail at \$4.00, \$5.00 and \$6.00. One feature of the stock is the "Fit-well" shoe, which is a special brand of the establishment. The manager of the department is Mr. J. Howard Carkner. He has been connected with this branch ever since it was inaugurated. When twelve years of age he started in to learn the footwear business as parcel boy. He progressed step by step, mastering all the details of the business, and to-day is one of the shrewdest of buyers and best judges of what will sell of any young man in the line. The Two Macs' establishment is the biggest men's and boys' clothing house in Eastern Canada. It has been built up on efficient service, courteous treatment and sound value. Mr. Carkner is a great believer in Canadian made shoes and handles this line only, which offsets the argument of some retailers, now and then heard, that they cannot secure what their customers want without purchasing from foreign houses. The stock in the shoe department was turned over four and a half times last year.

Therein lies one of the secrets of its success.

When a manager is able to keep his goods moving as rapidly as this no "stickers" are found on the shelves. The firm expend a large amount on advertising in the daily papers, and have an anniversary sale on the 17th of March each year, as this is the business birthday of the house. Special values are given on this occasion, and each caller presented with a green little shamrock as a souvenir. The St. Patrick Day sale is a widely recognized institution.

An Outcast on Earth—Why?

Did you ever have people dodge you, look at you askance, emit pitying glances from their eyes or scornfully pass you by. If not, you have escaped some of the sensations and experiences which are enjoyed (?) by the fellow who has just had his last summer's tan shoes dyed black. Of course, the repairer will tell you that he can do a good job on a pair of dirty, soiled and worn tan boots by dyeing them a fast black—and so he can. The color is fast enough and also the odor that goes with it. Most repairers use an edge setting ink to color the tan leather. The stain is well named, for it certainly sets the wearer on edge and all those who come within fifty feet of him. In fact, the vile smelling shoes make him "edge" in this and in that direction until he almost gets to the edges of the earth, but he cannot edge away from the perfume. There is something unmistakably potent about that ink, which is not far removed from the scented zephyrs wafted when a polecat is in the neighborhood. There may be no infectious particles or germs floating in the air from the preparation on your shoes, but certainly the smell is noxious enough to cause all your friends to shun and pass you, unrecognized and neglected. Although the cost of dyeing is cheap—only twenty-five cents—it is possibly the dearest investment a self-respecting individual ever indulged in. The surrounding atmosphere is worse than the miasma from a dismal swamp or the malaria from a southern lowland. That dye is certainly an effluvia. If you want to feel how it is to be an outcast on earth, to be ostracized by your friends, a pariah in the community, just get your shoes dyed. A certain young lady of genial disposition and flirting propensities sought to save money by having her foot toggery so doctored. She lost caste immediately from that day until she cast those shoes aside. She thought to have saved considerable money, but the experiment was a costly one. She was chased out of the house and out of the shop, from the street and from the workroom. People asked her all manner of questions, foolish and otherwise. It is not a decidedly pleasant pastime to be confessing to everybody that you are hard up or economizing and have doctored up your old boots in order to save the price of a new pair; but when that price of a new pair is at the loss of popularity, self-esteem, confidence and trust, then, indeed, is the experiment a very expensive one. However, let long sufferers cheer up.

The latest news is that a preparation has been discovered from which there is no odor. The change from tan or brown to a brilliant black can be accomplished in a short time, and without any trace of the former pungent atmosphere that surrounded your pedal members when you wore dyed shoes. As the darkest hour is just before dawn, the daylight has appeared. Cheer up, wearers of dyed shoes.

Healthiest Business Is That Which Starts Small

Incompetence is Largely the Cause of Every Failure—Men Who Do Not Succeed Can Find Cause in Themselves—Credit, What It Is, How Secured, and What It Does

*Credit is the capitalization of reputation.
A dishonest man can do more harm with capital than without it.*

Credit is most plentiful when least required and most hard to obtain when most needed.

What are the three elements of safety in granting credit? Honesty, capital, ability.

Too many are trying to successfully cope with modern trade conditions with little or insufficient capital.

Without the capacity for the proper use of his capital a man, though honest, cannot hope for ultimate success.

Incompetence is largely the cause of every failure and those who do not succeed can generally find the cause of their failure in themselves.

Liabilities can always be classed as live. They

are never dead and never decrease in amount.

Co-operation has become the keynote to greater success. From being an individualist a few years ago we have become a community of to-day.

Get acquainted with your customer. Get to know him and his surroundings. We are apt to overlook the personal equation.

Give the helping hand wherever possible, putting heart into the struggling man and make his success certain.

Give an unpleasant duty a turn that will make others feel that you have a little genuine milk of human kindness.

The healthiest business is the one which starts small and steadily grows larger. Look out for that class of accounts which grow smaller rather than larger.

"Credit and Credit Granting" was the theme of an able and inspiring address given recently in Toronto before the Ontario Division of the Canadian Credit Men's Association by W. S. Buell, of Syracuse, N.Y., who is a former President of the Syracuse Credit Men's Association.

The association in general is making fine progress in the Dominion and the next step will be the formation of a national body on much the same lines of organization as the Canadian Manufacturers' Association. New branches have recently been organized in St. John and Montreal. A chain of offices will extend from coast to coast.

Secretary L. J. Ball reported that the Ontario division was in fine shape and the membership constantly growing as the work and worth of the Association was becoming more widely known and recognized. He read a number of letters from firms bearing testimony to the helpful nature of the Association. Monthly meetings are held when addresses on various phases of the work are given by representative men from various parts of Canada and the United States. These are always beneficial to the various branches of trade and one of the most instructive given in many months was that of Mr. Buell.

The Montreal branch recently held its first meeting and Hon. C. J. Doherty spoke to the members. The Minister of Justice emphasized the need of a general Insolvency Act, applicable in all provinces of Canada. He was in thorough sympathy with the object and would like to do all he could to help it. The Minister agreed that the matter was urgent enough to be brought before Parliament, and it should be demonstrated that there is a widespread desire for such a law. There should, on the other hand, be some provision by which an honest man who had failed would be able to re-enter business without being saddled with his past failure and old obligations. The cost of liquidation should also be reduced.

Mr. Buell's Bright Address

"What is credit? We use the word freely, it is constantly on our lips and we are called "Credit Men," but do we properly understand the meaning of the word? Webster says "Credit in commercial transactions is mercantile reputation entitling to be trusted or to receive goods or loans on

promise of after payment." Another writer says: "We have come to an exact scientific notion of the nature of credit that while it serves purpose of capital it can only do so while there is capital ready to come and take its place if necessary. Credits which are not in this position (though they may happen to serve their turn, as a ship may sail some distance unwrecked without a steersman) do not accomplish the purpose of credit." Credit is, therefore, in other words, the decapitalization of reputation.

If we then as dispensers of credit are to deal with so abstract a quantity as the reputations of our customers, how much we need to study them and to fit ourselves to handle it without loss to either party. It has become, indeed, one of the exact sciences.

May Benefit or Injure

Credit is also two faced and may be employed to benefit or to injure, according as its aid is invoked. With a firm foundation for our business, with brain and energy to back it, and with honor to direct it, it may be used to our advantage. The danger lies in its misuse or too great reliance upon it. We too often rely upon it as an inexhaustible mine, ever ready to yield to our wants but apt to fail us when most needed. Credit is most plentiful where least required, and most hard to obtain when most needed. If, then, we are to handle so subtle and elusive a quantity, we should have some sound basis upon which to operate. What then are the elements of safety in granting credit? I think these can be enumerated in three elements: 1st—Honesty. 2nd—Capital. 3rd—Ability.

An Essential of Success

I place honesty, that sterling quality that will not stand for anything but the fairest and squarest dealings between man and his fellow, first, for I regard it as the most essential qualification of the credit seeker. Without this essential, credit is unsafe regardless of all the others. The dishonest man, or the man who perhaps would not like to be classed as such, but whose standard of morals is such that he is willing to wink at transactions that would not bear the closest scrutiny, is unsafe to be the recipient of your confidence and of your merchandise.

While he will pay, and pay promptly for a long time, and

may never fail to do so, while his business runs smoothly, let times of depression come and such a man will, if it seems necessary to him, try to save himself without regard to the rights of others. The man of sterling character: who feels that his honor stands first, in times of trouble, may go down to financial ruin, but if afterward the opportunity should ever present itself to make good his obligations he will not hide behind a discharge of bankruptcy, but will make every effort to pay his debts in full.

I have in mind a case in my own city of a merchant who some years ago was forced into failure by an epidemic of smallpox, but who in after years when he had regained his financial standing took the keenest pleasure in mailing his check in cancellation of his old indebtedness to every creditor, although he was under no legal obligation to do so. This is a record to be proud of.

Developing Traits That Count

A dishonest man can do more harm with capital than without it, while with right character, backed by fair ability, capital can be acquired, for a man with good standing and ability, although with comparatively small means, is in a better position to win success than the man with bad or weak character, though he may have better ability and capital. The man who has developed traits of regularity, thrift, industry, and a determination to win, though with narrow means, will make a more desirable customer than he who with larger means is careless or indifferent to his obligations. You have confidence in the man of character because you

know what he will do and gives no cause for distrust. You know where to find him on all occasions.

A Hard Road to Tread

Next in importance I place capital. It would seem to be unnecessary to say that no business could be successfully conducted without capital to properly finance it. Yet too many are trying to successfully cope with modern trade conditions with little or insufficient capital. It is a hard road and strewn with the wrecks of others who have preceded them. In conditions of keen competition as we find them to-day, no business without sufficient capital to take advantage of all discounts, and to meet all obligations properly, can hope to finally succeed, the handicap is too great. You will remember that we are dealing with "reputation" and when "reputation" says he cannot from lack of capital properly conduct his business, and meet his bills as he should, then the penalty must be paid in loss or credit, and credit once impaired is very slowly regained. It is like a beautiful piece of china that, although broken, can be repaired to serve its purpose, but it can never become the beautiful and perfect work of art that it once was. It will always bear the marks of its downfall. It has been said that the peddler is the ideal merchant for with his capital of \$50.00 or \$100.00 he buys his supplies for cash and sells before buying again. In this manner he turns over his money many times during the year and profits made are therefore large in proportion to the capital employed. If instead he had \$5,000 and put it all into goods when his proper requirements could have

Sixty-two Years of Service in Shoe Selling Line

Remarkable Record of a Quebec Retailer Who Has Made a Fortune in the Business—Giving Customers Full Value for Their Money and Keeping Well Assorted Stock are Factors in Success of Historic House

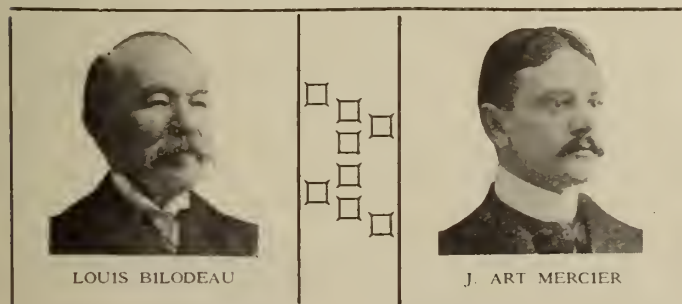
It is just sixty-two years ago that Louis Bilodeau, of Quebec City, started business as a bench shoemaker and he is probably the oldest member of the trade in Canada at the present time. If there is any one with a longer record the SHOE AND LEATHER JOURNAL would like to be acquainted with the fact. Mr. Bilodeau is in his eighty-second year, and considering his seniority is enjoying good health.

His first store was situated at the spot known as "Break-neck Steps." After ten years in this place he removed to larger quarters, 45-47 Sous le Fort street in the same locality,

gave his numerous customers full value for their money and never sought in any way to misrepresent his goods. He is a practical shoemaker and worked on the bench for some ten years.

In the way of retailing he finds a great difference between the old times and the present. Twenty-five or thirty years ago when last and styles were not changed so frequently as they are now he kept a stock of only one-half the size that he does to-day to turn over the same volume of merchandise each year. Now he carries a stock of about twenty-five thousand dollars worth of footwear, which is well assorted and up-to-date. He remarked recently that he was one of the biggest retailers, if not the biggest in Quebec city, having numerous customers from all parts of the north and south shores as well as many from the city itself. Families have traded with him for several decades, even unto the third and fourth generations.

A few years ago he felt the need of a partner for two reasons—advancing years and the development of his trade, which was too large for one proprietor to handle successfully. He took into partnership J. Art Mercier, who had been in his employ five years. Mr. Mercier is a young man who is a first-class manager, an excellent stock keeper and a good accountant. He has proved a great help to Mr. Bilodeau, who has every confidence in him and believes that he has a very bright future in the retail line. Owing to his age, Mr. Bilodeau has not been actively connected with the business for the last four years. He can recall numerous interesting incidents of the early days of shoemaking and selling and many friends trust that he may live many years longer to enjoy the well-earned fruits of his toil and the pleasures of the long, peaceful evening of life.



LOUIS BILODEAU

J. ART MERCIER

where he is still doing business. In fifty-two years he has not made a change of premises, which in itself is a remarkable record. Until about 1880 his store was the largest in lower town. Mr. Bilodeau has always done a nice, paying trade and has grown wealthy out of the shoe business. He owns valuable property in the Ancient Capital and his taxes this year on real estate amount to considerably over four thousand dollars.

He attributes his success to the fact that he always

been satisfied with half the amount, he would have the other half in dead stock, which becomes "deader" and constantly depreciating in value as time goes on. And this leads me to say that the third element of safety in credit granting is "ability."

Must Use His Grey Matter

Without the capacity for the proper use of his capital the man, though honest, cannot hope for ultimate success. It is an age of progress, of keen business competition, when the best that is in every man must be brought to the front, and the business man must use the grey matter with which his Maker has endowed him to carve his name high as one who has achieved success.

Give two ordinary men equal facilities, and one will fail while the other will amass wealth. One is in good credit and the other is not. Surely they must differ in essential characteristics, in judgment, prudence, thrift, energy, economy or in diligence. Some are like race horses, trained for speed rather than endurance, some are of the effeminate, fussy type, they are apt to be narrow, they do not get a broad view of the situation and have more zeal than sense. The amiable, yielding man, who cannot say "no" is often more applauded as the horn of plenty by his customers than by his creditors, and soon finds his capital all in accounts receivable, and in debt for all his goods. The resolute, pugnacious man is apt to lack tact and courtesy and so repels rather than attracts. Others are active and energetic in their pleasures, but listless and indifferent in their business. Incompetence is largely the cause of every failure and those who do not succeed can generally find the cause of their failure in themselves.

Incompetence Plays Big Part

In your own experience call up the failures with which you are acquainted and you will find that while dishonesty may be prominent and lack of capital is very noticeable, incompetence plays a leading part in every one. In our investigations as credit men, how are we to know our customers, and what methods must be pursued to show us the facts? It has been claimed by some that intuition must be the guide, that the feelings of the credit man when the question comes before him are an infallible guide. With this I must take exception. While I admit that the first impression is oftentimes the best, and is many times put aside as we argue the question, to our detriment, yet I believe that first impressions should be and can be corroborated or disproved by proper investigation. Credits should rest upon the sure foundation of specific information and knowledge, and not hearsay or intuition. It is the credit man's duty to so gather and compile information that he may readily fix a man's credit. The time has gone by when credits were judged upon surface conditions and the opinion of others. Intelligent business men now very generally recognize that the policy of trade requires them to make known their financial position. It is a practice to be encouraged and tends to suppress undeserved credit risks which so often lead to irritating losses, and helps to establish conditions of stability and greater confidence. The first thing then is to require a full and complete statement of financial condition. This should show in detail the assets properly classified so as to distinguish between the live assets of stock, accts., rec., cash, etc., and the dormant assets, such as fixtures and machinery, plant, etc. The liabilities should also be detailed to the extent at least of showing how much is owing for merchandise not yet due, the amount past due, the borrowed money and when payable, and the mortgages on the plant, or the outstanding bonds against the business. The liabilities can always be classed as live, they are never dead, and never decrease in amount, while the assets are sure to depreciate, and do not omit to ascertain in this connection what fire

insurance is carried, and what contingent indebtedness is outstanding, which so often becomes very real and very active.

Advantage of Analytical Mind

The credit man should have a mind that can interpret the statement, and analyze it, for an unanalyzed statement is worse than none at all. A correct interpretation of a statement will disclose to the credit man the character of the man, and bring to light lack of judgment on the part of the management. Reckless methods and even dishonesty and loose financial habits may be discovered. So that statement must be studied, in the light of other collateral information, and if possible compared with previous statements to ascertain the drift of affairs.

This calls to mind a statement made to our house this fall by a party who had placed so liberal an order as to cause a suspicion that he was over buying, and a few questions disclosed the fact that purchases had been made of neighboring houses at the same time. Inquiry developed the fact that three statements had been made to as many different concerns, no two of which were alike and widely differing in essential details. Needless to say, that the order was cancelled with us, and largely curtailed, at least, with the others. Some when approached for a statement will decline to make one, sometimes from a feeling that it is an inquiry into private affairs, and in a haughty way we are told that they do not have to make statements and can buy all the goods they want without doing so; others usually because they must disclose facts or conditions which they know will not tend to make their credit acceptable. It is the safe inference in all such cases that some reason exists which they do not care to disclose, that would prevent a showing that would be satisfactory and warrant the extension of credit.

Exchange of Ledger Information

Credit declined at such a time will often be a claim in bankruptcy avoided. The statement should also be corroborated, if possible, at least in part, if not able to do so, as to all the items, and many ways will present themselves to the alert credit man to do this. There are many sources of information available, which will determine the truth or falsity of a statement. One of the most practical means of corroboration is in the exchange of ledger information. There was a time not so many years ago when merchants guarded the secrets of their ledger, even from their most immediate neighbors, and the request for such information was regarded as an unwarranted intrusion and resented. But times are changing, methods are changing and from being an individualist of a few years ago, we have become a community of to-day. Co-operation has become the keynote to greater success. It has been a plant of slow growth, especially as applied to the work of the credit men, but the obstacles have been largely overcome and to-day the inquiry about any customer upon your books is welcomed and the records freely given. There can be but one result, the elimination of the unsafe debtor, the curtailment of over extended accounts, and a consequent decrease in the loss ratio.

Look Beyond the Figure

We must look beyond the mere figures of the statement and study the integrity, ability and temperament of the parties responsible for the management of the business, and also make a careful investigation into the local conditions surrounding them. The personal habits of the parties should be made a subject of investigation. How often has it proved the undoing of what would otherwise be a prosperous business when the management has become addicted to gambling or to the use of intoxicants to excess. These are sometimes

(Continued on page 44)



More Advanced Work with Air Brush

The Natural Tendency in First Using the Brush is to Put Too Much Color on a Card—How Shadow Script Letters Are Made—The Different Stages in Making an Air-Brushed Card—Some Effective Illustrations

By R. T. D. EDWARDS, The Robert Simpson Co., Toronto

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Last month we introduced our readers to the elementary stages of air-brush work; this lesson will deal with more advanced work. Before going into details of how to construct shadow script lettering, the writer desires to impart a little friendly advice to beginners, and others.

The natural tendency in first using the air brush is to put too much color onto a card. This spoils the card, but everybody does it at first. It was the writer's experience and that of a great many others he knows. We would, therefore, advise the reader to get past this fascinating but disastrous stage as quickly as possible. Too much air-brushing on a card is worse than none; too much makes a card hard to read. For instance, when a lot of wording is to be put on a card do not try to treat it all with the air-brush. Use it only on words or phrases that require to be emphasized, and have the remainder of the wording in a smaller, plain type.

Cardwriters who are piling on the color injudiciously are injuring the use of the air-brush to-day. Some merchants will not permit one to be used in their stores because

they do not favor gaudy colored show cards. They demand something of a daintier nature. Of course, this could be done with an air-brush as well as a hair brush, but because some "slap dab" artists have been injudicious in applying color a machine that makes possible very artistic effects is excluded by the stores management. Don't use too much color, but only dainty tints and your work will become a beautiful study.

It is not possible to lay down definite rules to be followed in executing or planning color schemes. This must be left to the ability of the card writer. A wording might be arranged in a dozen different ways and colors each equally as effective as the rest.

Shadow Script

As has been previously indicated, this lesson will deal with a more advanced style of air-brush work, in the nature of shadow script, and heavy Roman lettering; shadow script comes first.

The first glance at shadow script lettering usually leaves

Newly Imported Models

Fig. 1.

Newly Imported Models

Fig. 3

Newly Imported Models

Fig. 2

Newly Imported Models

Fig. 4.

the impression that it is hard to execute, but by carefully following the instructions outlined herein, it will become quite simple. If you can form the letters properly and operate the air-brush you can make a card equally as good as that illustrated herewith. The four steps in construction are illustrated in Figs. 1, 2, 3, and 4.

In the first place, secure a piece of cardboard of suitable size, say 14 in. by 22 in. Then lay out the lettering as indicated in Fig. 1, outlining the letters with a heavy black lead pencil. Treat scrolling and ruling in a similar manner, after which all guide lines must be erased. The next step is to do the air-brush work. Fig. 2 illustrates how this should appear when completed. Notice that the color is applied more heavily on the left and lower portions of the letter. This makes

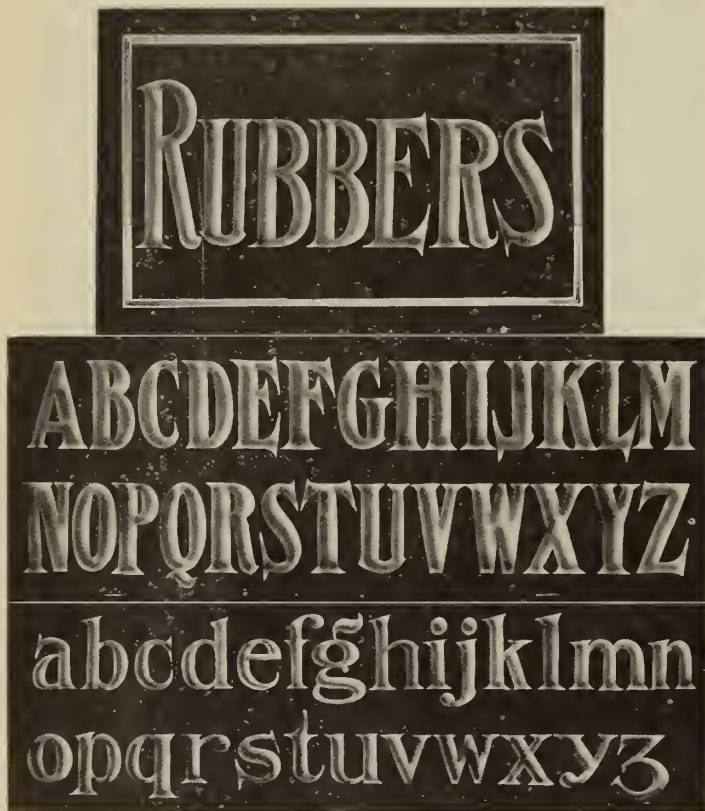


FIG. 5—SHADED ROMAN LETTERING

the letters stand out more in relief than if the color is sprayed on evenly. Use waterproof ink for the air-brushing, as it does not work up through the white as ordinary showcard ink will do. Now the card is ready to be lettered. If you have made your pencil marks sufficiently heavy there will be no difficulty in outlining the letters with a small brush, as in Fig. 3. The filling in is now to be done, which operation may be executed with a large brush. Have the white paint quite thick and give the job a second coat of white if necessary. Ready mixed white paint is best. If this is not procurable the following solution will be found satisfactory. Secure a pestle and mortar, such as druggists use, for mixing. Take half pound of zinc white thoroughly pulverized, add about a tablespoonful of good mucilage or gum arabic, mix thoroughly to a smooth paste and thin with water. Strain into a wide-mouthed jar to remove lumps, and let it stand for a short while.

The alphabet and card in Fig. 5 illustrate another style of air-brush lettering known as Roman. This is produced by first lettering in white on black board and air brushing the letters so that they appear round. Regulate the air-brush to a very fine spray and apply to the face of the letter. Care must be exercised that one letter is not darker than the other.

The Bargain Fiend in Retail Line

"I have never known a man who was incessantly shouting reductions and bargains, raising a constant hue and cry, picking up odds and ends of stock, issuing flaring dodgers and sensational advertisements to make a permanent success in the shoe line in a small town or city," said a Western Ontario dealer in a town of 4,000 people. "A man may follow this sort of practice with more or less success in the great teeming centres, where he never expects to sell a customer a second bill of goods, but in the smaller communities, where you want your patrons to return, where they must have confidence in you and your wares, such tactics never fail eventually to accomplish the downfall of the practitioner. Then look at the amount of hard work that a fellow does. All the yelling, speling, hurrahing and auctioning to get a crowd. It is far more difficult and involves a greater expenditure of labor, time and energy than to follow legitimate mercantile methods. Once you start to collect a crowd or to build up your trade on the principle of special sales, clearing-out sales, round-up sales, forced-out sales, manufacturers' outlet sales, business anniversary sales and so forth you get a class of people who are always on the lookout for something cheap. They will transfer their patronage instanter to the next "bargain Johnny" who can make a louder shout or put up a bigger bluff. I know one retailer who has held so many anniversary and other special sales that about the only occasion he has not put on "a special" is the anniversary of his wife's birthday. So far he has overlooked this as an excuse to clean out some of his junk. That is the class of goods that most men of the stamp I have described generally deal in. Patrons get exactly what they pay for in such establishments."

The Facilities of Your Windows

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

You can keep your competitors awake nights if you can make people stop and look at your windows, if you will keep them well trimmed, bright, clean and attractive.

Another thought is brought out here: Have you ever planned a strong campaign to bring trade to your store?

Have you worked this out in a painstaking manner and felt that flush of deserved success and been bitterly disappointed?

Have you realized that your windows were the most important factor, the "turning point" with the fickle public, that these either drew in the trade which started to your store, where they could be convinced, and after responding to your appeals, or turned them away entirely?

If you have not, think it over carefully, study how you might be brought to look at shoes, for example, in a store you had never patronized, and had, as it is human nature to do, looked over the window of the man you decided to try.

What would you do if his windows were uninviting, his goods poorly shown, and his "business appearance" slovenly? Think it over.

You shy at expense without knowing what it means to you, and you say, "We can't spend the money and we have no one who can put in an attractive trim," and you feel, too, that you can't afford a trimmer, but we want to say that you do need one. Train him up if necessary.

"There is Nothing Like Leather"—In Price Anyhow

Conditions are Practically the Same All Over the World—Tanners Everywhere Advance Quotations—
The Stiffening Figure for Hides and the Decreasing Supply

The advances in leather continue and the prices of hide keep going up step by step. There is no need to review the situation in detail as that was done pretty fully in the last issue of the SHOE AND LEATHER JOURNAL. October hides are not as good as September hides points out a leading tanner, yet they have made another advance. For unbranded native steers the packers in Chicago are getting 20 cents for October hides. They are not as good as September hides, which, at the beginning of that month, sold at 19½ cents per pound.

Withdraws All Quotations

A leading Canadian tanner a few days ago sent out the following notice to the trade: "In consequence of the increase in cost of hides, it becomes necessary to advance the price of harness leather on all selections. Prices will be given upon application, which will be in keeping with the market conditions."

A cable came to a Toronto tannery from Buenos Ayres, Argentine, last week to the effect that "winter hair hides" had been advanced in price to 31½ cents per pound. Last year at this time these hides were selling at 23¾ cents per pound. This from one of the chief sources of supply is a good indication of the situation of the trade. The tendency of leather and leather goods is decidedly upward, because a universal demand for raw materials, of which there are limited supplies, has raised the price of hides in the various producing centres.

In the last issue of the SHOE AND LEATHER JOURNAL a comparative statement was given of the prices paid for Chicago packer hides during the past ten years, showing an increase of six, seven and eight cents per pound in every instance, when present day figures are compared with those of 1903 and 1904.

The Call for More Shoes

A veteran leather manufacturer in Ohio forwards the following which contains convincing reasons for the high prices of hides and leather. Figures talk and hit straight out.

"Government statistics show that in 1900 the population of the United States was 76 million and the cattle supply was 62 million. The present population is about 95 million and the cattle supply is 57 million. In other words, besides the much increased demand for all kinds of leather for automobiles, furniture, etc., there is a call for about 50 million more shoes with several million less cattle hides to produce them.

During 1910-1911 the severe drought prevailing through

Finds It Full of Good Things

Enclosed please find one dollar for another year's subscription of the "Shoe and Leather Journal." It is a very welcome visitor to our store. We get many good ideas from it and find it instructive throughout.

*Sincerely yours,
N. D. CARTER.*

Deseronto, Ontario, October 17th, 1912.

the entire cattle countries necessitated the marketing of a large number of young cattle, and during the severe winter of 1911-1912 a great many cattle perished. In the spring of 1912 foodstuffs, such as hay, corn, etc., were so high priced that raising of cattle and calves seemed unprofitable, causing still further marketing of large quantities."

Same Conditions Abroad

The high price of raw skins is about to cause an increase in prices of shoes manufactured in Belgium. The Association of Shoe Manufacturers of Belgium is aroused because



HIDE IS KING—BOW DOWN AND WORSHIP

of this situation, and is considering remedial measures. Not only are the skins held at inflated prices, but they are also scarce and the highest prices ever known are anticipated.

"A large leather dealer says that tanners in Norway have increased their quotations \$2.68 per 100 kilos (220 pounds). In England the executive committee of the federation of shoe manufacturers has decided to advance the price of shoes to correspond with the increased cost of raw material. The same measure has been taken by the syndicate of leather and skins of Marseilles and the south of France. The union of the boards of trade of leather and skins of the Rhine and Westphalia has increased the price of tanned leather 5 per cent., and it proposes to make a 10 per cent. increase in the price of manufactured articles and raw material. In France and Italy there have been similar advances for raw skins and leather.

Rise is Phenomenal

A leading tanner in Toronto says: "Whatever is the reason, the rise in the price of skins has been phenomenal during the past year. It has averaged from 30 to 40 per cent., and on Russia calfskin, which is largely used here to make tan shoes, the increase has been 50 per cent. The manufacturers are compelled to raise their rates accordingly."

Tap Soles Take a Leap

There has been an increase of ten per cent. in the price of tap soles and new lists have been issued on that basis. Spanish and slaughter sole leather is decidedly firm and leather houses will not cover shoe factories for any length of time on present figures. Another raise may be ushered in shortly. "Hide is king" nowadays, with an absolute sway. Whatever his majesty decrees cannot excite any deeper interest or arouse a greater awakening than past price proclamations have done.

You Cannot Cut Yourself from Others in the Trade

The Best Way to Keep in Touch with the Latest Ideas and Systems is to Make the Most of Your Trade Paper—Co-operation is the Keynote in Making a Journal Really Helpful to You

Perhaps you are one of the shoemen sometimes met with—though haply their number is daily diminishing—who has little faith in the value of his trade journal, even though you may possibly have been persuaded to part with the subscription price. Perhaps you may even adopt the attitude, "I've paid up for a year; now what am I going to get for it? How do I get my money's worth?" If such be the case, you are quite a long way from realizing where your best interests lie.

If the only attitude you adopt toward your trade journal is one of destructive criticism; if you assert—as we have often heard done—that "You don't care a continental what John Brown is doing out in Calgary or down in Halifax," then you are practically shutting the door in the face of the trade paper, and naturally you will never get your money's worth.

What the Trade Paper Does

Just here it may be stated that the trade newspaper does not attempt to tell you how to run your business—though many tradesmen say: "I have been in this business for 25 or 30 years, what can any trade journal show me about running the business?" But it does give you the benefit of the experiences of many other men, some of whom have gone through many of the troubles that cause you concern, and by studying their cases you can always derive some information profitable to you. We have never yet seen the man in any trade so clever that he could afford to cut himself off from his fellows, and stand on the pedestal of his own vast (?) knowledge. We have seen some who professed to be able to do so, but the general appearance of their places showed that they were headed, surely, and with varying degrees of speed, towards the industrial scrap heap. Even the cleverest and most successful men are only too glad to seize an idea no matter what the source. We are a race of imitators.

There is no proposition in this world that is a case of all "take" and no "give." Not only must you ask yourself if you have given your trade journal a chance to do anything for you, but you must be candid with yourself as to whether you have ever tried to do anything for your trade journal.

What Do You Do For It

Does this seem a revolutionary point of view? It should not be so. There is not a good trade journal to-day that is not doing its very best to fill its columns with matter that will be of value to its subscribers. If every tradesman knew how anxious the editor and the manager of the SHOE AND LEATHER JOURNAL are to make that paper really helpful, there would be no cavilling at trade papers. It really means more to them than it can possibly mean to any or all subscribers. To any editor it means the satisfaction and the prestige that goes with knowing a paper to be valuable to its readers; to the manager it means increased demands for advertising space due to the advertisers' knowledge of the fact that the paper is "taking well" with the best class of readers, and the class that are large potential buyers.

This brings home the question, "Where does the editor of any good trade paper get his material?" Now, no matter how closely any editor keeps in touch with the trade his paper reaches, he cannot be expected to know as much about that particular trade as does the man in intimate inside touch with it by actual experience day by day. No editor

is a shopkeeper or a merchant. He has to choose his matter from his own point of view, and from his own idea of what the trade wants, based on his own investigations and experience in connection therewith. Therefore, if in your estimation he does not always "strike twelve," if his paper does not discuss some of the problems that are troubling you from day to day, write him and tell him what these problems are and what you want to see discussed in the paper's columns. Don't consider them too trivial to be of interest or importance to other readers. Some other man may be duplicating your experience and will be very glad of the discussion your letter will be the means of bringing about. And the editor will be "tickled to death" to hear from you. Try it on the SHOE AND LEATHER JOURNAL and see. You will receive prompt thanks and perhaps some information as to how the other fellow overcame your difficulty.

Good Material Not Too Common

Now you cannot pick up good information on every lilac bush. Some men who have good ideas cannot write about them, and some men who can write do not have the "punch" behind their ideas. Therefore, if you have made good along some particular line in your business, sit down and tell the editor about it. If in his judgment your ideas are not applicable to his readers as a whole, he will thank you just the same. If your contribution is of general interest, it will be printed in due course, and in either case you have helped your paper because of the interest shown in it. It is the indifferent criticism that kills your own and others' initiative. Don't accept ideas every month and never send in one of your own. That is not practical co-operation, and it is co-operation that counts.

What About the Advertising Page?

You have not exhausted the possibilities of your trade journal when you have scanned the editorial pages, however. You may have been absorbing information in the editorial department that will lead you to place an order for a new line of women's belts, a certain range of findings, a new show case, or even a store front. Where? Turn to the advertising section, and the question is answered in a moment. You are confronted with several manufacturers of the line you need, and you can write them, quoting their ads. in your trade paper, and you will get the information you require promptly and courteously at that. Then you pick and choose as your best interests dictate.

Even though you may not be in the market for any article at the time of reading, you owe it to yourself to keep abreast of the times by knowing the latest wrinkles in styles, leathers, lasts and shapes, the height of heels and toes, what the people in other centres are buying in footwear, etc.

Moreover, by scanning carefully the ads. in the SHOE AND LEATHER JOURNAL from month to month, every retailer may learn of lines of goods that it will be very profitable for him to sell, and that he might never hear of were it not for the ads. in its columns. Such an opportunity is not to be lightly missed. Therefore in both an editorial and an advertising sense, co-operate with your trade paper. Such co-operation will be mutually beneficial, and the retailer who adopts such a course will ultimately land a great deal farther ahead than his self-centred and egotistic confrere, who needs no assistance.

At a recent meeting of the municipal council of Merriton the Independent Rubber Co. wrote saying: "In regard to bills in connection with sewer and water services we feel that in view of the large amount of money which we have expended in the village, that the council should withdraw the charges, also rebate the amount which already has been paid." The council decided not to refund payments made.

Showing Shoes Among Early Autumn Foliage

How Residential Retail Firm Carried Out a Bright Idea—Making Striking Use of the Material at Hand—Impressive Method of Decoration

The resourceful man is he who avails himself of the things at hand, who will convert what lies around him into ready use for his own benefit or the advancement of his business. Not long ago there was presented in these columns the picture of a neatly dressed window, in which sheaves of wheat bound with red satin ribbon were effectively employed by a wideawake retailer. The window was called "The Harvest of Good Shoes."

Here is an artistic window created of autumn leaves. It necessitated work to gather the leaves, but the results in increased trade amply repaid any extra effort in the line of ornamentation. The proprietors of the store are Alf. Neale and John Merner, who, a few months ago, opened at 995 Bloor Street West, Toronto, which is a smart business district. They are doing a nice trade, and one of their practices is to change their windows every week. On a fine Sunday afternoon recently they went for a stroll in the autumn woods and picked up several hundred choice oak and maple leaves which thickly carpeted the forest. They resolved to make a sylvan scene. At the back of their windows long rows of these leaves hung. They were strung together by strings. The effect of the various tints was very pleasing. A glass shelf in each window was suspended by means of fern leaves which were woven together. The floor was covered with green crepe paper on which were scattered a number of leaves.

Some of the newest styles in autumn footwear were dis-

played. On each shoe was a huge oak or maple leaf and the price was marked in white ink. The happiest hit was in making use of leaves to supersede the regular price tickets. It gave to the surroundings the final touch of autumn glory. Then tan shoes were liberally used, and in the collection of black and tan the mistake was not made of attempting to crowd the space with too many creations. Each shoe stood out distinctly and many persons came in to congratulate Neale and Merner on their tasty and timely trim. The firm also put in a seasonable window for each holiday period of the year.

The Bride in Top Boots

A despatch from London, England, says: The quaint parish church of Oare, in the heart of the Exmoor hunting country, was the scene of a hunt wedding last week. The countryside has been made famous by R. D. Blackmoor in his romance "Lorna Doone," and it was at this church that Lorna Doone married Jan Ridd. The bride, Miss Constance Helen Hoffmeister, of Glenthorne, Devonshire, rode to church wearing a riding habit, top boots, and felt hat. The bridegroom, Mr. Harry C. Black, of Baltimore, United States, also rode to church in riding attire. A number of hunting men formed an impromptu escort. After the ceremony the happy couple cantered away to a meet of the Devon and Somerset Staghounds—of which the bride is an enthusiastic follower—at County Gate, on the border of Devon and Somerset.



AN ARTISTIC WINDOW OF AUTUMN FOLIAGE

Getting Rich Quick in the Retail Shoe Business

Make Your Pile by Fleecing and Fraud—Get Money Out of Every Caller—Overcharge, Misrepresent and Allow Generous Rake-Offs—How Kelly Went in to Win, but Soon Went Under

By G. W. BROCK

Robert D. Kelly was an average sort of boy. He had attended the village school in a Saskatchewan town and like other lads, when in their early teens, became inspired with the idea that making money, and lots of it, was of far more importance than gaining a thorough experience in any good profession or trade. As soon as Robert had climbed into the junior fourth form, and the mid-summer holiday season began, he started to look for a job. He talked over the matter with other urchins, and one day, passing along the street, he noticed in irregular letters, the gratifying announcement in Swan's Shoe Store, of "Boy Wanted." Bobby applied, and was soon at work hustling parcels to all parts of the city at a weekly wage of \$4.00.

He Made a Bad Start

Now, early impressions are the most lasting, and first associations often enter into the warp and woof of juvenile careers. The Swan Company was known as the bankrupt establishment of the town. R. B. Swan and his partner believed that in order to do business in the breezy Western atmosphere things must be kept on the move, or the jerk. All his advertising savored of bargains, reductions, clearances and sweeps. Any little excuse, any passing event, any paltry pretext whatever, was used to clean out certain lines. The windows were crowded with the shoes of all kinds, bearing the magical words, \$3.50, now \$2.49, while in other portions of the establishment were well laden tables, and over them were gay standards with such flying announcements as "\$3.00, \$3.50 and \$4.00—your choice for \$1.79."

Dodgers were freely used, theatre and picnic programmes patronized, and every Friday in the daily papers was a full page flaring ad. setting forth that on the morrow the greatest profit sharing sale, cut clean-to-the-bone event was in progress. Not a bit of originality or astuteness was displayed by Swan, who used all the arts and resources of hawkers and transient orders to boom and boost business. Naturally, being the first in Mariettville to adopt such tactics, a certain measure of success attended his efforts. In spite of the fact that goods were wilfully misrepresented and certain lines sold by smooth salesmen at a higher price than could be obtained at legitimate business establishments, the money rolled on.

Young Kelly was promoted from runner to a position on the floor. He was alert and ambitious, but, unfortunately, like many another youth who has gone astray, he was too fond of all spectacular and shady transactions. He learned all about the spiff or commission way that the firm had of clearing out certain slow going lines, whereby, if an out-of-date or shop worn shoe could be foisted on an unsuspecting or old-fashioned customer, the salesman was entitled to pocket 5, 10, 15 or 20 cents rake-off, as the case might be. Being young and impressionable and greedy for the cash, young Kelly, whenever he had a chance, and the eyes of the boss or head clerk Elkins were not upon him, took special care to misrepresent certain lines of goods and to convince rural patrons particularly that certain job lots were right up to the minute in build and style. The doubtful practices which were so successfully pursued by him, took place in the early nineties, when people did not get to the civic centres as frequently as to-day, and when there was less knowledge of leather and makes of footwear than there is to-day.

Now, owing to the amount of literature circulated on the subject of shoe making, the illustrations which appear in the announcements of many merchants, the handsome

booklets issued by different manufacturing firms and sent out to customers, and the fact that nearly all shoes worth while bear a registered trade mark with the selling figure stamped on the sole, shoe retailing in general has been raised to a higher plane. The public is more or less familiar with quality, style, and durability, the make of and materials in the footwear handled to-day.

Things Kept on the Jump

The boot business appealed to young Kelly. He wanted to see things go with a hum and a buzz. It was a great delight to him to witness the throngs in Swan's establishment, especially on Saturday night, and to see them circling like flies around the bargain table. Bobby carried on a friendly rivalry with other boys in the store as to which one would have the largest sum on his sales slips for the day.

The higher ideals—the art of fitting patrons properly, the necessity of presenting the wear and worth of a shoe, the matter of studying the different kinds of leather and their durability, the knowledge of how a shoe is devitalized at certain vulnerable points, such as in shoddy inner soles, composition counters, felt box toes and leather board lifts, or a close neck masquerading as a kidney cut, never appealed to him. He did not want to know any of the technical points or the scores of operations in production. To him, as to many another cheap John or travelling Tommy, shoes were shoes. So long as they had a presentable appearance, Swan and his glib henchmen could talk with a wonderful fluency on class, style, and artistic appearance. Such words as nifty, natty, catchy, dandy, swell, loud, and splashy, rolled from Kelly's tongue with naturalness and ease. From Swan's establishment, after three years' service, Bobby thought to broaden his experience and extend his speculative horizon by taking a trip to the other side. He made his way to Chicago, and while wandering along lower State Street, discovered a fairly presentable establishment kept by D. Steinberg. Now, Steinberg was a foreigner, but a mighty shrewd one in sizing up customers and callers. He liked the get-up and cut of the lad, and the fact that he had an endless amount of confidence and could talk pretty well regarding his capabilities, soon won him a connection with the establishment.

They all Like Splashers

The class of people that bought shoes there were mostly the foreign element and working folk, who paid from \$1.50 to \$5.00 for a Sunday-go-to-meeting pair, the latter being the outside figure. There was really not a solid leather shoe in the place, and the stock was greatly over-estimated in value. In fact, Steinberg would walk the full length of the establishment at certain times and would tell any friend who happened to drop in that he carried \$55,000 worth of footwear and that his turnover was \$200,000 a year. He had a dozen or more clerks engaged on the commission business and naturally the more boots they sold, the more money they made. It was a case of anyone entering practically escaping with his life if he managed to get out without buying. The slogan of the establishment was "Get the Money,—Never mind the consequences,—Get the cash." It resembled the metropolitan barber's instructions to his assistants: "Foist all the things you can on a man who hops in the chair, because he may never get there again. If he comes in for a shave, see that he gets not only a shave, but a face massage, a shampoo, a hair cut, a singe, an electrical scalp treatment, a face lotion, and all other frills. Roll up a bill anywhere

from \$1.25 to \$2.00. If it is the intention of the innocent and unsuspecting patron at the outset to spend 15c., make him forget it."

This Steinberg would call salesmanship. "Any—fool can sell a man vot he wants, but it takes a salesman to make him buy somedings vot he doesn't vant," he exclaimed. This was the animating principle of Steinberg's bargain house,—the life blood of his establishment. Of course there were certain regular customers who were allowed to depart in peace, and did not have a sundry selection of shoes foisted on them, but as the bulk of the business was made up by, the "Catch 'em as they pass" element, the man who saw bargains in the window or paused on the walk was pulled in by a tout, who was pacing up and down the full width of the outside walk.

Back to His Own Stamping Ground

Two years in Chicago and three in Seattle, where Kelly had found employment in another shop of fake facilities, convinced him that he had had a full and well rounded experience and that the time had come when, with the few thousand dollars that he had accumulated, he could safely embark in business for himself. His ideas and ideals had been based on wrong grounds. To get away with as much money as possible in a short time, so long as the method was not openly crooked, to amass a fund by sharp practices, to fleece customers by misrepresentation and to be as plausible as possible, even at the expense of truth and honesty, were some of the sign-posts or finger-boards that had marked his commercial pathway. Returning to Mariettville, after an absence of five years, Bobby began to look around for his old friend Swan, but Mr. Swan was no more. The people had grown wise to his reputation, and the cheap trashy goods with which he had bamboozled the public had given him a notoriety that he could not survive. Trade fell steadily, and seeing that the end was approaching, Swan locked the door one evening tossed the key to the landlord and took the train next day for the mid-west. He had made a few thousand dollars, but the bare mention of his name to-day brings to mind anything but pleasant or grateful thoughts.

Make Large Pile Quickly

Kelly, however, was still young and impressionable. His idea was to get rich and accumulate a pile quickly. He believes that the hip, hip, hurrah talk and hocus-pocus ways would still prove a great rallying cry with the people of Mariettville, which had in his absence doubled its population. He knew many of the older residents of the town, but relied upon his family name and his broadened Chicago experience to make him a leader in the mercantile race. He had saved between three or four thousand dollars and he thought this would give him a fair start. He hardly knew a calf skin from a kid skin, prunella from kangaroo, a split from a veal, or a patent colt from cordovan. He had been too intent on making money. The corrupt element, the graft game—these had been his motives. His chief study had been on how to buy as cheap as possible and sell at the largest price, and at the same time convince the dear public that he was really serving their interest and was their helper and benefactor in shoeing them, economically and well. He prided himself on slashing profits and keeping things on the move. In the early fall he started in with a stock of eight thousand dollars in left overs and jobs, picked up on the floors of the various factories. Of course he bought a few of right-down-to-the-minute and thoroughly reliable shoes. These were used chiefly for display purposes in the windows and served as a decoy to bring in the crowd.

Good Shoes Used as a Bait

These "leaders," as he called them, were sold at about cost price. It was on the cheap, trashy, flimsy lines—the shoes that looked well, but had no body to them, on which

he intended to make his clean-up. He was all for show and display. He sought to cater particularly to those who wanted something eccentric or novel, and were willing to pay a price for a fancy combination of leathers. An outlandish shape of toe, crazy patch work perforations, sporty tips, variegated facings—in fact, the more gingerbread there was on certain lines or the more far-fetched the effect the more Kelly and his assistants would tell the people who prided themselves on always being right down to the minute, that these were the things which were all the rage in Chicago.

No other house in town could obtain them, and they would be among the best dressers and have the newest foot toggery in the city. Quality was never talked. Price and style, appearance and parade were preached at the Kelly Emporium.

The tale of his commercial career is brief. It did not take the populace long to recognize that another Swan had appeared in a slightly different guise. The usual methods of palming off on persons some creations they did not want, not fitting them properly, convincing them that they should buy three or four pairs when they needed only one pair, having a sliding scale of prices; adopting all sorts of ruses, including a fire sale when only a coal-oil lamp had been spilt on the floor and not \$50 damage done,—all these were tried.

Don't Let a Customer Escape

One thing the staff was instructed to do was to let no caller, either man, woman or child, depart without making a sale. If so, the interview with Kelly was sharp and severe. Seated in his office at the rear, his eye was upon everyone. If salesman Number 1 did not negotiate a deal, he was instructed to seek reinforcements in Number 2, and if Number 2 would not score, then Number 3 had to come to the rescue. When a particularly hard nut had to be cracked, the clerks swarmed around the victim like bees in a buckwheat field. Tyrannical methods, doubtful dealings, open-misrepresentation, smooth lying, spieler tactics, trashy goods, and fraudulent sales sooner or later revealed Kelly to the citizens as a charlatan and a trickster. Others called him a buccancer and garrotter. A favorite method of his to make money was to give each clerk 20% discount on overcharges. A caller would enter and state that he desired a gunmetal shoe of a certain size. He was shown every attention and courtesy and incidentally, the smooth, easy talking salesman would ask about what price he cared to pay—if he found a shoe that would fit him properly and give him satisfaction. If Brown replied \$5.00, he would be led back to the rear of the store and a shoe that ordinarily retailed at \$3.50 would be flashed. He would be told that it was a decided bargain at \$5.00 and that the regular price was \$6. Mr. Smart Alex impressed upon the confiding Mr. Brown that he was getting a \$6. shoe for \$5. Brown, possibly swallowing the bait, would depart perfectly contented with his bargain. The establishment would thus secure \$5. for a pair of \$3.50 creation. The salesman would have 30c. of this chalked up to his credit as his 20% rake-off.

"Victimize everybody," "Get all the cash from them you think they can stand," "Size up your man and go for him," "Rush him hard, and if he shows signs of rebellion or retreat, adopt any temporary expedient possible, but hold him fast till you corral all the coin you can."

Jenkins, the head floor man was talking one night with Carter, who was in charge of the women's department. Each was in a boastful mood. Carter had declared that he had cleaned up \$9. that week in "over charges." Others of the staff came along and three, four, five and seven dollars were some of the returns which they asserted had descended just as easy as a windfall.

Kelly is no longer in business. Seven years ago he left the shoe trade, declaring that it was a murderous line in which to make any speedy "clean-up."

Healthiest Business is That Which Starts Small

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hard to uncover, but when known, we should take notice of the danger flag and crowd down the brakes.

Another item of information which is of supreme importance is the question of fire insurance. Too often the true relation of fire insurance to credit has not been properly considered. You have looked upon it as you would a fire escape, something to be used only when the fire becomes a fact, and too often forgotten when investigating your customers' credits. You should not think of keeping your own goods uninsured even with the many forms of fire protection with which you surround yourselves. Why then should you place your goods in the hands of others, who might be less careful of loss, and usually with a higher degree of fire hazard than the average jobbing or manufacturing house. You may be willing to take the risk of your customers' ability to pay, but it is unsafe to assume the risk of his burning up. So I emphasize the point by saying insist that your debtor be sufficiently protected against loss by fire or refuse the credit.

Take a Trip Among Your Customers

Another important link in the chain is personal contact. Get acquainted with your customer. Get to know him and his surroundings. Don't let your conclusions follow a study exclusively of figures. We are apt to overlook the personal equation. To get the right view of this question, take a trip out among your customers. Visit them at their place of business, meet and know their friends and their homes, if possible. While this will take time and expense, you will find it of great advantage. You will be surprised at the revelation unlooked for. You will find that where you turned down orders before, that they were badly reported and you would have been glad to accept their business had you known them better. You will find that "pet" account which had so long been regarded as good but slow, perhaps in a failing condition and your visit made none too soon. You will find that perhaps your customer is involved in family trouble, which is likely to involve them in financial embarrassment, or that he has fallen into the drink habit and is neglecting his business, contracting debts and indulging in unusual extravagances not yet very apparent but surely leading to his undoing. You may also find that you are not selling the best account in the town, and a little visit, and an invitation to look over your representative's line on his next visit will result in a nice addition to your list of customers. You will learn in your travels much that could not possibly have come to your attention except by a personal visit.

Your Own Personal Investigation

I will only speak of the work of the mercantile agency in passing. They are doing a good work and we could not do without them, but they are not infallible. Too often the ratings on the failing debtor is such that would warrant almost unlimited credit. Use them, but back up the information by your own personal investigation. What about the credit man? You may ask if I am not laying down a strenuous programme for him. Yes, every successful credit man has to do strenuous work, he must put every bit of himself into his work early and late. He must carry his work home with him at night and be much like the young man who went to work on a farm where they worked from daylight to dark, and did the chores by lamplight. He came to his employer and told him he felt that he could not stay longer with him, for when he hired out it was with the understanding that he was to have a steady job, and as it was, there were four or five hours in the night that he had nothing to do but sleep. It certainly is a steady job, but while energy, indomitable will, and physical strength will win success, and men

thus dominated have become commercial giants, the credit man needs more. He must have adroitness in saying or doing the right thing at the right time. He must be tactful, full of resources, and of such courtesy that when he is obliged to refuse credit, that he will make the applicant feel that he is his friend and has done him a favor. A business house once issued a card bearing the inscription "Be decent to the under dog, he may be on top to-morrow." The tactful man will be decent to the under dog, but in such a way as to help him, if possible, to be on top to-morrow.

Give Helping Hand Where Possible

Strive to be a constructive credit man, helping to build up and to advance the interests of your constituency, as against the negative sour-faced credit man whose efforts prove damaging to the concern. Give the helping hand wherever possible, putting heart into the struggling man and make his success certain. Stand firmly against the practice of overstocking your customer. In the end it loses you the customer and often the account becomes an item on the debit side of profit and loss. Get close to your salesmen and educate them along these lines. Work with them and infuse into them the desire to make customers for the future instead of for the present only. Use them to learn the impressions they receive of the character, habits and success of their customers. Be careful in your correspondence not to offend or to make the recipient sour. Remember the saying, "Write your letter while angry but don't mail it until the next day." Give an unpleasant duty a turn that will make others feel that you have a little genuine milk of human kindness. Look out for that class of accounts which grow smaller rather than larger. The healthiest business is the one which starts small and grows steadily larger. Make the time of the request for extension, the time for a careful investigation, and if worthy, refuse not the assistance which would help them to win and thus make them lifelong, loyal customers of your house.

The credit department is the keystone to the success of every business, and if its head is the man of "parts" that he should be, he will not only be the "Specialist" in his own department but will work in conjunction with all the other departments to accomplish the final goal, namely, the highest good of the business and the ultimate success of all its customers.

New and Convenient Fitting Stool



A new and useful shoe stool that combines several features that will appeal to all first-class shoe stores is now being placed on the market. In place of having a permanent solid foot rest, the new foot rest in this stool is hinged at the top permitting it to be raised when a boot has been fitted. Underneath will be found a solid substantial mirror, by which the customer can examine and see the fit of the shoe, while at the back of the foot rest is a space for an advertising card. These cards can be changed as often as the dealer desires. The stools have corrugated rubber foot-rests, while at the side is a flat measuring stick embedded in the rubber. A clerk can see as soon as a customer's foot is on the rest the exact size of boot or shoe required. The amount of time these features will save on a busy day will be appreciated by all up-to-date dealers. The SHOE AND LEATHER JOURNAL is indebted to L. H. Packard & Co., Canadian agents for this innovation, for the above information.

Some Successful Methods in Selling of Shoes

The Study of Human Nature, Knowing Your Goods, and Exercising Tact and Judgment—The Ability to Inspire Confidence—Fresh Pointers by Bright Salespeople

THE WINNING ONES

1st Prize	-	A. L. Wright, Peterboro, Ont.
2nd Prize	-	James Harley, Vancouver, B.C.
3rd Prize	-	J. Lewis, Melita, Man.

"What methods have you found most successful in shoe salesmanship?" This implies, of course, the number of shoes that a clerk has to show, the time required to give a proper fit, conclude the transaction and other considerations. One of the most potent factors in the expansion and upbuild of any retail shoe shop is in successful selling methods. The SHOE AND LEATHER JOURNAL, recognizing this fact, offered last month cash prizes for the presentation of the best ideas, suggestions and system. A large number of bright salespeople and retailers took part in the competition and some really excellent contributions were received on a subject which has aroused wide interest in the trade. It is a recognized fact that in certain shops some clerks take easily twice as long as is necessary to make a sale. They show too many styles, ask too many questions, offer too much advice, or are too cold, indifferent or dictatorial. Here are some good points and bright ideas. Read them.

New ideas can be gathered with every sale made and a mental criticism of one's own slight mistakes.

By A. L. WRIGHT (with R. Neill). Peterboro, Ont.

The ordinary customer on entering the shoe store is more or less impressed by the manner of his reception by the salesman undertaking to serve him. If the impression is a good one, the making of the sale is already facilitated to a large extent. To illustrate, the "alert" salesman, being disengaged, is ready, near the front of the store with a pleasant smile and a "good-morning" to the customer entering.

My customer invariably describes briefly what he requires, on which I ask him to "please be seated!" (The matter of closing the sale quickly, and successfully, depends right now on your ability to size up the customer and his need!) In no case do I ever ask the size worn, preferring to begin with, "A black shoe sir? Yes! Do you prefer a button or a lace? Button. You would wear about a seven, I presume, sir? Yes!" In nine cases out of ten I can "judge" the size correctly, which seems to impress the customer favorably.

The expert salesman reads instinctively his type of man and wastes no time seeking a description of the line wanted but (supposing this customer to be the ordinary well dressed "young man about town") immediately brings forward his latest popular gun metal button of the best grade, the left shoe preferably. Why? Well! right here is where I save "lost motion," finding the majority of customers, by the time you have produced the right shoe, already have the left one partly off, preferring to fit that foot, which is a good thing, because, as a rule, it is slightly the larger. I always use a fitting stool, quickly remove the left shoe, bend back the counters of the shoe to be fitted while making a slight comment on the weather or other general topic.

Some customers, I find, appreciate an intelligent description of the make up and material used in the shoe under inspection, while others only bridle up and are more or less annoyed at what they consider an effort (on the part of the salesman) to impart knowledge to them. Diplomacy is the line to "tie to," it being always better to err on the side of caution than otherwise.

After the shoe is buttoned up (or laced), I ask my customer to walk a few steps in it to be sure it will give perfect freedom, and sufficient length, and right here in most cases the deal is concluded with the putting on of the customer's own shoe.

Very often it is found difficult to follow the course outlined, other than partially, particularly when handling two or even three customers at once (during rush time), but then is the very time when the principles of the above will be most "useful" and called most severely into play.

New ideas can be gathered with every sale made, and a mental criticism of one's own slight mistakes. After the customer has gone something like the following is an "educator!"—Customer (business man about fifty). Showed him slightly freakish shoe, bad! Forgot to look for lasting tack, which caught foot when trying on. Second customer (not well dressed) slightly offended by being shown three dollar shoes, eventually bought a five dollar line. Third man, talkative (gushing), told whole process of shoe making, had never seen a shoe factory, complained of the extortionate prices asked. Salesman slightly sarcastic. Not his place! Verily I believe our mistakes to be our greatest educators.

Patience and courtesy should be the salesman's greatest "stock in trade."

Finally a few gratifying observances were these: Customer finally took first shoe shown, "judgment correct." Sold customer higher priced shoe than asked for, on personal recommendation and description of qualities contained in shoe. Thirdly, fitted customer expeditiously, still without appearance of hurry. Lastly, made a friend of customer.

Always use the size stick. It creates a good impression in your customer's mind—in the hands of an expert.

By JAMES HARLEY (with Wm. J. Orr), 420 Main Street, Vancouver, B.C.

The first thing a shoe clerk should learn is how to approach a prospective customer. Do not attempt to rush him. Approach him in a becoming manner. Having greeted him politely show him to a chair. On no account try to find out his requirements before you have him seated. While taking off his old shoe you can generally gauge the style and quality likely to suit. As a rule most customers give some indication of their wants.

Measure the foot carefully. Always use the size stick. It creates a good impression in your customer's mind. He feels that he is in the hands of a man who knows his business. Now, with as little delay as possible, bring forward the shoe you consider suitable. Should the customer at once intimate that he prefers some other style take the shoe away and return it to the carton. Never leave shoes that you cannot use lying around. Bring another shoe. Having laced it up and being satisfied that it is a correct fit, treat your customer to a good strong talk on the distinctive features

of this particular style. If it is a walking shoe point out to him the double sole and the screwed shank. Should he be troubled with tender feet, then the cushion insole calls for attention. The grade of shoe will determine the line of talk. Here you may have to show one or two more shoes, but be sure and have something distinctive to say about each one.

At this point you have progressed far enough to see that your customer is favorably impressed with a particular shoe, so in as smooth a manner as possible close the sale. Do not start now and continue to talk shoes after you have made the sale. Many a sale has been lost through this fatal error, the customer often changing his mind. When your customer is going out be sure and bid him a pleasant good day, and ask him to call again. The whole transaction has been accomplished expeditiously and without friction you have pleased your customer and when he calls again he will look for you to wait on him.

You can only give quick and reliable service when you have your stock arranged in such a manner that you can lay your hand at once on any size or width of shoe. Know the fitting qualities of your goods, so that when you look at a caller's foot, your mind instinctively travels to the very shoe suitable for that foot. Make it your business to know how boots are made. Study the various qualities and kinds of leather, so that you can intelligently answer any question put to you. Attention to these details will, in my judgment, earn more money for your employer with a minimum amount of energy expended on your part.

Quick service does not mean selling shoes only, it must be a satisfactory quick service—which is a satisfied, well fitted customer.

By J. LEWIS (with R. J. McRae), Melita, Man.

Every merchant in the retail shoe line realizes that the biggest problem is to be able to know just how much help your trade demands. Your quick service depends largely on your clerks. Quick service does not mean selling shoes only. It must be a satisfactory, quick service, which is a satisfied customer, a true fit, and all done as quickly as possible.

A man walks into the store. I do not know what he will buy. He may think that he does. You may have to show half a dozen pairs or more. Before you have spent many minutes with him his thoughts are centered on two or three styles. You may be replacing the others in the cartons while he is considering. This will save time, as the work will have to be done later. Perhaps you are kept busy and would not have had another as good a chance.

Sometimes two or three people are demanding shoes at the same time. You can always snatch a second and be showing them their size. I have been attending to as many as four people at once. Sometimes this helps make a sale. One or two will make up their minds more quickly on what they want, and the others will soon follow. Be very careful of your first man in this case. He may need all your attention.

Ladies are slower buyers, as a rule, than men, and will have to be taken differently. I have found it best not to show a woman too many pairs, as you will only confuse her and will delay the sale. Be careful to show the right size and width and keep as close to her demands as possible. You can handle two sales among men buyers to one women's.

Shoes are sold more quickly if shown in departments as men's, ladies' and misses' department, as the customer will always be in his or her place, which saves time.

Keep your cash register handy. Do not have your clerk run the full length of the store in order to make change.

Confidence in the goods, style, fit and quality are some of the factors that influence and impress the most in making sales.

By MISS JESSIE CUMMING (with H. L. Harrison) Fergus, Ont.

Salesmanship consists in the salesman himself having the utmost confidence in the footwear he is selling and the ability to inspire the same confidence in the customer.

This must be followed up by giving him the style he wants at the price he is willing to pay, and by fitting him properly, thus insuring style, fit, and quality.

The customer is now satisfied and it should not have taken more than fifteen minutes to make the sale. A satisfied customer is a walking advertisement for any shoe store. The real success of a clerk as well as of a store largely depends on service. Is it efficient, prompt and polite? Does it seek to oblige and please the patron? Is it grateful for the purchase made and is it cheerful, bright and alert under all stress and conditions? It should be.

Note whether your customer is likely to be fastidious or not. This is half the sale.

By GEORGE E. GIRLING (with the Great West Saddlery Co.), Edmonton, Alta.

The most successful method the writer has practiced is, when a prospective customer enters, to cast a swift glance from head to foot at the prospect, and note first and foremost, by his personal appearance and by the way he addresses the salesman, whether he is likely to be fastidious or otherwise; to be able to study this part successfully, the shoes are half sold before they come off the shelf.

Second—Note and judge the size, width and shape of the shoe being worn.

Third—Look out for corns and bunions, or tender feet. To be successful in quick sales, everything depends upon the first "try on" and to hurt a customer's corn is to prolong the sale, and make a dissatisfied one at that. He loses interest in his shoes and thinks more about his corn. Another very important item is to quickly survey the quality of the shoe the prospect may be wearing. It often happens that a person will pay a high price for a suit of clothes and will play false economy with his shoes. The way to offend a customer like this, and to waste time, is to show him expensive footwear. This type of patron will never ask for a low-priced shoe; it for the salesman to find out, and be quick about it if he wishes to save time.

Feet Growing Larger

It has been stated by shoe manufacturers lately that the feet of men and women were growing larger and they were requiring a larger size shoe than has formerly been worn. The statement is proven by the fact that the Copeland & Ryder Shoe Co., of Jefferson, Wisconsin, have recently received orders to make the two largest pairs of shoes they have ever turned out. The order calls for a size 18 shoe for a man and a size 12 shoe for a woman. At this rate feet are certainly growing larger, but it is hoped that they will not grow any larger than the above sizes, for they are certainly "some shoes" and it would cost a good deal more to make many pairs of shoes at this rate. One or maybe two pairs would not make much difference in the cost and extra amount of material used, but in case lots—yes.

How the Cost of Doing Business Is Climbing Up

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with less," says E. Berube, of Amherstburg, Ontario. "Rents in our town are higher by twenty per cent. than they were five years ago, while wages for clerks have gone up from three to five dollars per week. It is impossible to do business on the same margin of profit as in the days gone by. Customers frequently complain of the higher prices which they have to pay for footwear. For a working man's shoe the average figure is two seventy-five, and for fine lines four to five dollars. A woman's working shoe sells on the average at about two dollars, and finer lines at two fifty to four dollars. In a country town it is difficult to turn over your stock often. We do not have quick stock reduction sales, but we get rid of out-of-style goods by lowering the prices."

A Crack at the Manufacturers

A leading firm in Fredericton, N.B., is also of the opinion that business cannot be done on the same margin of

profit to-day as it was five years ago. The volume of turnover has increased in proportion to rent, wages, etc. Rents in the Capital City of New Brunswick have gone up 10 and 20 per cent., while the average increase in the wages of salesmen is from 15 to 20 per cent. "With us we find the manufacturers change lasts and styles so often that in a very short time perfectly good stock becomes out of date, and has to be sacrificed often at a loss. We find that this is the greatest factor in keeping tab on our losses. Regarding the disposition of the public to buy better shoes, we might say that one of the members of our firm who has fifteen years' experience and he finds that better shoes are almost universally in demand. Every person seems willing to pay a good reasonable figure, and with us the sale of shoddy shoes is nil. We have always been perfectly honest with our customers, and we find that they believe us when we tell them the advance in price is owing to the increased cost of leather, with a little extra for the raise in wages. There is a demand for the \$5.00 shoe in both men's and women's, although the average price paid for a man's is \$4.00 and for a woman's \$3 to \$3.50. Our stock is turned over as frequently as we think it

"JUST WAIT TILL OUR SHIP COMES IN"



It is not often that a marine window is seen in an inland town. When such a picture is presented, it is out of the ordinary and naturally attracts considerable attention. A recent window trim of the G. R. Christie Co., of Aylmer, Ontario, aroused much interest and the accompanying illustration affords some conception of the striking features of the display. It will be noticed that the background is a nautical view. On it is depicted a steamer loaded with fall goods approaching the dock. A sail boat is seen and in the offing is an aeroplane. Across the limpid expanse is a light-house guarding a rocky promontory. The scene was painted

on white cotton, colored alabastine being used instead of lead and oils. The artist, who did his work exceptionally well, was Wyn Christie. The window was nicely trimmed with shoes and men's clothing and furnishings, and resulted in a large increase in business.

The Christie Co. thoroughly believe in effective window displays. A few weeks ago they made a special effort in this line presenting a window full of shoes made right in their home town by local workmen. The various processes in the making and the materials used in construction were exhibited, some sixty different styles being shown.

should be. We manage to do this by having our season's goods in early, by pushing the lines we wish to get rid of first, being perfectly honest with all customers and always buying stock that we can stand by. These plans help to get rid of stock in season and keep our shelves ready for new stock.

Old Profits Should Have 15 Per Cent. Added

"It would, perhaps, lessen the expense of doing business if there were fewer lines that we thought we should carry," writes a retailer from Chatham, N.B. "The changes in lasts are too numerous and too pronounced. People in general are certainly wearing better grade shoes than a few years ago, but the limit is in sight with the recent advances. I am inclined to think that the present exalted figures will check the sale of next spring's highest grade of shoes. Customers often say, 'My, but shoes are awfully dear.' The average price paid by men here is five dollars and by women four dollars. I do not know of any way in which stock can be turned over more than it is with us. Business might be done on the same margin of profit to-day as five years ago, but the net results would be less satisfactory. There should be about fifteen per cent. increase in the added percentage. Our business is steadily growing. Wages for clerks have gone up about twenty-five per cent. of late years, but rents in general have not advanced in our town because population has lessened by reason of a large industry being silent. Some rents have advanced perhaps twenty-five per cent."

Another Eastern View

H. B. Short, of Digby, N.S., says: "Yes, we receive a number of complaints about the recent increase in prices and generally speaking most parties think that shoes have been high enough in the past. There is, however, in this town a general tendency to buy better footwear. Would like to find a remedy for turning over our stock more frequently. We have not yet been able to do so. We find in the last five years store rents have gone up about ten per cent. and wages about twenty per cent. for help in the store. Business as a consequence cannot be done on the same margin of profit to-day as a few years ago if the retailer desires to make any money. It seems to be difficult to lessen selling expenses in any particular. We find it necessary to expend more in window displays and keep ourselves before the public more by advertising in the newspapers, etc."

Hold Sale End of Each Season

Moose Jaw, Sask., is evidently on the boom for rents have advanced fully one hundred per cent. there during the past few years, remarks F. Mendels. The average increase in the wages of salesmen has amounted to fully fifty per cent. and all other expenditures proportionately, so that it is impossible to do business with the same per cent. profit as formerly. "No, we do not consider that our volume of business has increased in proportion to growing expenses. We find the best method of turning over our stock is by holding a clearing sale at the end of each season. Very few complain of the present prices charged for boots and the average figure paid for a man's high grade is six dollars and for a woman's four to six dollars."

Some Contributing Causes

"First increased salaries, as well as scarcity of proper help owing to the outside demand in banks, professions and the immigration westward; second, having to place orders with manufacturers so far ahead in advance, causing increased cost in carrying larger stocks; third, the exacting demand of customers for fads and styles which change so frequently, all of which call for prompt and attentive service necessitating extra help, are the chief causes in the aug-

mented cost of doing business to-day, according to a large firm in Summerside, Prince Edward Island. There have been no marked increases in rents in that town as most of the merchants own their own stores or have long leases at the old rates. The average advance in salaries of salesmen has been forty per cent. in the last five years. Three or four times as much money has to be spent to-day in advertising, window trims and store fixtures as a few years ago. Business cannot be conducted at the same old margin of profit in view of all this and the people seem willing to pay higher prices to be shod. One encouraging feature is that stock turnover has been very much larger during the last two years and no special efforts have been adopted to bring this about, trade being regular and steady.

Selling Conditions in Winnipeg

"The increased turn over scarcely balances the extra cost of doing business," declares a progressive Winnipeg firm. "Our stock is not turned over as frequently as we think it should be. We are a long way off from the manufacturers and have to buy in large quantities, and consequently carry a heavier stock than otherwise. The most effective way for a frequent turnover is to have a sale at the end of each season. We cater to a medium popular price trade and the average price paid is about four dollars by both men and women for a pair of shoes. As to lessening the expense of doing business in any one line, we could, of course, cut our advertising appropriation but it would somewhat affect our turnover. Our cost of doing business is twenty-two per cent. The rents in Winnipeg have increased two hundred per cent. on the leading thoroughfares in five years and wages of salesmen have gone up fifteen per cent. or more. The margin of profits has to be larger to meet added outlay for special window trims, up-to-date store fixtures, advertising, etc. We do not think that our volume of turnover has gone ahead in proportion to the other expenses of doing business to-day, but we are fairly happy."

Not on the Stock Sheet

"Our method has been to keep a good staple stock, not taking notice of freaks and styles and consequently we have very few dead ends," remark Thorne Bros., of London, Ont., "We are not getting any larger percentage of profits than five years ago, but we are receiving double what we did ten years ago. Our business has increased more than the extra cost, but the increased expense in the cost of doing business is just going to start with us, as our landlords have made a demand for over 50 per cent. advance in rent. The average increase in the wages of salesmen here has been about 25 per cent. We may say that we have never spent any money on any account in 21 years on advertising. As to any suggestions whereby the cost of doing business may be lessened, we think that if the manufacturers would stop changing their styles so often the retailer would benefit a great deal. People generally are using higher priced shoes than they did five or ten years ago. We believe that our success in doing business has been for the reason that if we only make a small amount in any year we want the money. We invest it outside the business and not on the stock sheet."

Where Shoe Leather Is Not

Florissant, which lies near St. Louis, and was settled by the Dutch, is one of the oldest cities in Missouri. Its inhabitants wore wooden shoes 100 years ago, and the inhabitants of the present day wear wooden shoes. Col. John A. Lant, editor of The Florissant News, says his people are not behind the times, neither are they poor, but they wear wooden shoes because they are more comfortable, more healthful, and better in every way than are leather shoes.

United Shoe Machinery Co. Will Obey Decision

Majority Report of Commission Finds Against the Company—Six Months Given to Comply with the Law—Ruling will be Abided By and Matters Adjusted on a New Basis

Majority Report—

"We find that the United Shoe Machinery Company of Canada is a combine, and by the operation of the clauses of the leases, quoted in the foregoing, which restrict the use of the leased machines in a way therein set forth, competition in the manufacture, production, purchase, sale and supply of shoe machinery in Canada has been and is unduly restricted and prevented.

"In view of all the circumstances of the case, however, we consider it necessary that the delay of ten days prescribed in clause 23 of the combines investigation act be extended to an additional period of six months, and we recommend that such delay be granted."

Minority Report—

"But it is with the conclusions that are drawn from these facts that I differ from the other members of the board," says Mr. W. J. White, K.C.

"The company contends that if it is compelled

to eliminate these clauses from its leases it will be obliged to modify the terms throughout, and this appears to be a fair contention. As regards competition, this is not entirely eliminated. Of 138 manufacturers whose factories are equipped with the machinery of the company, a large number have started business since the company began its operations in Canada, and during that period all new factories at least had the choice of being equipped by the company or by other manufacturers, and to that extent competition exists to-day. There is also the further competition referred to in the majority report.

"Under these conditions the United Shoe Machinery Company of Canada has secured the business, but it is not to my mind sufficient evidence that the tying clauses unduly restrict competition. On the contrary, I am of opinion that the leases of the company are not contrary to the provisions of the act. I therefore dissent from the conclusions of the majority of the board."

Both a majority and minority report have been presented by the Royal Commission appointed by the federal government nearly two years ago under the Combines Investigation Act. There are about 8,000 words in the report of the former and 1,500 in the latter report.

The Commission was charged with the task of inquiring into the allegations made by certain shoe manufacturers of Quebec that the U. S. M. Co. was a combine and operated in restraint of trade. Judge Laurendeau, of Montreal was appointed Chairman of the Commission. J. C. Walsh, editor of the Montreal Herald was selected by the petitioners and W. J. White, K.C., was chosen as the representative of the United Shoe Machinery Co. Several sittings were held last fall and early this year in Montreal, Toronto, Quebec and other places, at which nearly all the leading manufacturers of the country gave evidence in reference to their relations and dealings with the U. S. M. Co.

Is Breaking the Law

The majority and minority reports of the investigating board are lengthy, but contain little beyond a declaration by Judge Laurendeau and Mr. J. C. Walsh, that the company is breaking the law and the opinion by Mr. W. J. White, K.C., that the company is not violating the law.

The majority report says that "as the United Shoe Machinery Company will not allow any of its machines to be used by any shoe manufacturer who employs a shoe machine made by another firm competition in the manufacture and supply of shoe machinery in Canada is practically impossible."

The majority report says that "As the United Shoe United Shoe Machinery Company of Canada is a combine, and by the operation of exclusive clauses in its leases, competition in the manufacture, production, purchase, sale and supply of shoe machinery in Canada has been and is unduly restricted and prevented."

Six Months to Comply

Though finding the company guilty of being a combine

in restraint of trade, the majority report recommends that the statutory delay of ten days is insufficient and recommends an allowance of six months for the company in which to re-adjust itself and conform with the act. This has been done.

Mr. W. J. White, K.C., in his minority report, contends it was not shown that the system of the United Shoe Machinery Company "unduly" restricts trade or competition, and that its system is not contrary to public policy, as it manufactures and provides shoe factories with the best shoe-making machinery. He is of the opinion that the leases of the United Shoe Machinery Company are not contrary to the provision of the act.

In the event of the company not complying with the law after the expiration of the period of six months grace which has been granted, the penalty is the cancellation of all patents and a fine of \$1,000 per day.

What Act Provides

The Combines Investigation Act provides that: "Whenever, from or as the result of an investigation under the provisions of this Act, or from or as a result of the Superior Court, or the Exchequer Court of Canada, or of any Superior Court or Circuit, District or County Court in Canada, it appears to the satisfaction of the Governor-General-in-Council that with regard to any article exists any combine to promote unduly the advantage of the manufacturers or dealers at the expense of the customers, and if it appears to the Governor-in-Council that such disadvantage to the customer is facilitated by duties of Customs imposed on the article or on any like article, the Governor-in-Council may direct either that such article be admitted into Canada free of duty or that the duty thereon be reduced to such amount or rate as will, in the opinion of the Governor-in-Council give the public the benefit of reasonable competition."

The Act also provides for the revocation of patents held by companies against which a report has been made by a board of investigation, such revocation being brought about

by means of an application to be made to the Exchequer Court by the Minister of Justice.

Will Abide by Law

"We always obey the laws of the country in which we are working," declared F. W. Knowlton, of Montreal, manager of the United Shoe Machinery Co. of Canada. "We will have six months in which to decide upon our course of action. Our president and directors are in Boston, of course, and it will be for them to arrive at a decision in the premises. We are, in the meantime, going on as usual, and will continue to do so, until we make some readjustment in harmony with the judgment. We make machinery, not shoes. We are busy manufacturing, and shall continue to do so for the present.

"If our methods are not according to the law of the country they will have to be made to conform to that law, whatever it is. We had no idea we were breaking any law, however. The judgment will be considered by our people in Boston.

"We have heard it said that we had something to do with a new retailing enterprise, because of certain resemblance in the advertisements to our own trade mark. Absolutely wrong. We have no connection with it."

Make Machinery, Not Shoes

The report that the U. S. M. Co. had formed a subsidiary company known as the United Co-operative Stores Limited, which would buy out retail shops in all the large Canadian cities and sell direct to the people at an alleged big saving, is entirely without foundation. The U. S. M. Co. have no connection whatever, direct or indirect, with the United Co-operative Stores, and the despatches from Montreal which conveyed such an impression are entirely astray. As the Canadian manager points out the U. S. M. Co. is making and selling shoe machinery and factory outfits and not shoes.

Just what changes will be made in the leases, clauses and royalties on the company's machines it is impossible to outline. The SHOE AND LEATHER JOURNAL has made exhaustive inquiry among manufacturers and they feel that matters will speedily right themselves and there will be no interruption or disturbance in the present business relations with the company.

What About Small Manufacturer?

A leading Toronto manufacturer, discussing the recent decision said: "In my opinion it would be little short of disastrous. It will hit the small manufacturer particularly hard, and as the royalty paid to the company does not amount to five cents on a pair of boots, the consumer will not benefit to any great extent.

"We get a machine from the United Shoe Machinery Co., and pay for it, say on a lease or royalty lease. Suppose we bought that machine outright, and shortly afterward some other machine, a distinct advance on the one we had bought, was put on the market. The machine we had bought would not have had time to earn what we had paid for it, but we would be compelled to put more money into the new machine or our competitors would beat us out. Now under the present system the United Shoe Machinery Co. sends us that new machine, paying the freight, and all we have to do is to pay the freight back to them on the old one. So the manufacturer is saved the expense for machinery that he would otherwise have to face. The advantage is obvious. There are, of course, machines which are bought outright, but these are standard machines, which have existed in their present form for years and which admit of but little improvement. If the Government interferes with the present arrangement it would be a distinct loss, in my judgment. It would be many

years before any other company would be in a position to give such excellent service."

Thinks General Results Favorable

L. A. Coolidge, treasurer of the United Shoe Machinery Co., Boston, in an interview with the SHOE AND LEATHER JOURNAL, said:

"In the absence of complete information as to the scope of the report of the board appointed under the provisions of the Combines Investigation Act, it is impossible to outline just what steps it will be necessary for this company to take. To what extent the outcome of these proceedings may interfere with our long established policy, of supplying machines upon the favorable terms which we are now able to offer to Canadian shoe manufacturers, large and small, is of course impossible to say until we have had opportunity to make a thorough study of the findings of the board and the resulting situation.

A Matter of Legislation

"It is for the government to act," stated Mr. Alexander Falconer, K.C., who conducted the investigation for the applicants in the Shoe Machinery Combine case. It is a fact that the majority report of the Royal Commission to the authorities at Ottawa states that the United Shoe Machinery Company is a combine within the meaning of the law.

"This is not a matter of fines or penalties," added Mr. Falconer, "but a matter for legislation. Nothing can be done until the Dominion government takes the matter in hand for investigation."

Company Not Alarmed

The Wall Street Journal prints the following Boston despatch:

"Officials of the United Shoe Machinery are not disturbed over reports from Ottawa that the company has been adjudged a 'combine.' Semi-official despatches to the United Co. indicate that the majority report is nine-tenths favorable to the company, while the minority report is a complete vindication. There is believed to be no chance that the company will be barred from Canada. The worst expected is some modification of leases, particularly in tying clauses. This would help United Shoe, because it would mean increased charges if each individual machine paid a royalty.

"In the improbable event that the company be forced to relinquish the Canadian field, shoe manufacturers would be compelled to import machines with inevitable increase in cost.

"United Shoe of Canada, operating subsidiary, has never been a source of profit to the parent company, although it has important possibilities.

Not Profitable Thus Far

"Thus far all earnings have been turned back into property, in addition to which it owes the parent company some \$300,000. Its lessees number about 225.

"The United Shoe Machinery Co. case, which the supreme court of the United States has advanced for hearing for January 6, is the appeal of the government from the decision of Judge Putnam of the United States district court, in which he sustained the demurrers of officials of the company to four out of five counts in indictments found by the grand jury.

"Judge Putnam's decision was handed down on March 4th."

Sudden Death of Shoe Traveler

Word was received in Toronto last week of the sudden death at Echo Bay of Bruce McKellar, who was a member of the selling force of the W. B. Hamilton Shoe Co., Toronto, with whom he had been about two years. He covered the territory from North Bay to Fort William and was a capable salesman. At one time he was in the retail shoe business in Sarnia. Mr. McKellar was about thirty years of age and his demise after a couple of days' illness came as a distinct shock to his employers. Mr. W. A. Hamilton made arrangements to have the remains conveyed to Toronto, where they were met by the young man's father and taken to Sarnia for interment.

*SPRING
STYLES*



BY MURRAY SHOE CO.



BY E. T. WRIGHT & CO.



BY AMES, HOLDEN-MCCREADY

SPRING STYLES



BY GETTY & SCOTT



BY WESTON SHOE CO



BY MCDERMOTT SHOE CO.

ALTON

1913



SHOE FACTORY NEWS.

Henry Hatch has recently accepted a position as superintendent of the Tetrault Shoe Mfg. Company, Montreal.

C. S. Sutherland, manager of the Amherst Boot & Shoe Co., Amherst, N.S., was in Toronto last week on a business visit.

J. A. Adams, manager of the Rideau Shoe Co., Montreal, who was under the weather for some days recently, is now about again as usual.

A charter has been granted to John Hallam, Limited, Toronto, dealers in raw and dressed furs, hides, tallow, wool, etc. The capital stock of the company is \$500,000.

The Conference Committee of the Toronto Board of Trade have been elected. The members of the Tanners and Leather Merchants Committee are Walter D. Beardmore and Hon. E. J. Davis.

A Montreal despatch says: For five months of fiscal year Ames Holden, McCready, Ltd., shows an increase of \$650,000 in its sales over the same period a year ago, namely, May 1st to October 1st. The daily output is now 9,000 pairs.

During the recent storm in Quebec about fifty square feet of the roof of the Wm. A. Marsh Co.'s factory was blown off and thrown to the other side of St. Valier street. The firm suffered several hundred dollars damage. More damage was done to other buildings.

Raoul Lanthier, the Kingsbury Footwear Co., Montreal, left on a motor trip through the New England States. In Atlantic City his car, while being driven to the garage, met with a slight accident. Luckily no one of the party was in the car at the time. Mr. Lanthier has reported a splendid trip.

William Dowl, alias George Clendenning, entered the boot and shoe factory of the Slater Shoe Company, Limited, Latour street, Montreal, the other day and helped himself to a pair of five dollar shoes. When he was found in one of the private rooms trying on the shoes, he said he was looking for work. When brought before Magistrate Lanctot he pleaded guilty.

Another one of Berlin's largest industries is about to expand. Business at the Berlin Felt Boot Co., Berlin, continues to increase so rapidly that the company has decided to erect a three-storey addition to the present large factory on Victoria street. Plans for the addition will shortly be prepared. It is the intention of the company to commence building operations as soon as the plans have been approved, so as to have the addition ready this fall.

Getty and Scott, Limited, of Galt, have had plans prepared for another extension to their factory which will be 150 feet long by 40 wide. The addition will be used principally for the cutting department and will afford increased facilities for the other branches. Extra space has been rendered absolutely necessary owing to the wide demand for Classic shoes and the output will be materially increased. Tenders will soon be called for the extension.

At a recent meeting of the directors of the O. B. Shoe Co., Drummondville, Que., P. Boucher, who for several years has been superintendent of the factory, resigned, and J. A. Royer was appointed foreman, taking over Mr. Boucher's duties. J. A. Cyr, formerly secretary-treasurer, was appointed managing director. O. Brouillard is president of this enterprising concern, which is planning for additional factory space in order to double its capacity. For some time this company has been specializing on Men's Goodyear Welts

alone, and the demand has increased so that space is urgently necessary. Mr. Royer, in connection with the O. B. Shoe Co. was with Linton & Co.'s welt department, received a letter of appreciation leaving the latter company as a slight evidence of their regret at his departure.

It has been decided by the directors of the Winn Company, of Perth, Ontario, to change the name to the Perth Shoe Company. Some months ago there was a change in the character of the output and instead of the misses' and children's shoes the factory is now turning out a popular range of women's Goodyear welts exclusively, and reports business as most promising. H. H. Lightford is the manager of the Perth Shoe Co. and believes there is a great future for the industry along the line of its present output.

The terms of Victor E. Donaldson's proposition to Brandon to establish a shoe factory in that city are: A grant of a free site of five acres of land, and the option of acquiring an additional twenty acres at \$200.00 per acre, of a piece of land owned by the city, to the south-west of the Fair grounds; sixty per cent. exemption from taxation when the statutory requirements in this connection are fulfilled; manufacturers' water rates when buildings are erected. The question of the supply of power is still in abeyance, as the council is not yet in a position to make any definite offer in this direction.

S. G. Amero, who for ten years has been identified with the United Shoe Machinery Co., and for five years has regularly visited all the factories in Western Ontario, was presented by the Toronto staff on his departure with a well-worded address and a suitably engraved, silk umbrella as a mark of esteem. Mr. Alfred Haire, the manager for Ontario, referred in terms of appreciation to the energetic and faithful services of Mr. Amero, who has joined the staff of the Kaufman Rubber Co., of Berlin, and will take an important position on the road for that firm. His many friends in the trade will wish him every success in his new line.

Opening a New Factory in Barrie

Underhills, Limited, of Aurora, Ontario, have completed arrangements with the town of Barrie, Ontario, to open another factory. A suitable building has been secured and is being fitted up. The machinery is being installed as rapidly as possible and the cutting and fitting rooms will be in operation in a few days' time. C. F. Hayes, superintendent of the Aurora factory, has taken an interest in the business and will have full charge of the plant in Barrie. The new industry in Barrie is, of course, another factory as the firm will continue to operate their plant in Aurora to its fullest extent. For the past six months they have been unable to fill orders promptly, owing to inability to obtain sufficient help to meet the steadily increasing demand for their goods. In a few weeks' time they hope, with the output of the two plants, to be in a position to look after all requirements in a satisfactory manner.

Fred Underhill, president of the company, has been connected with the shoe manufacturing business for nearly 15 years. He is a native of Plymouth, England, where his father was in the shoe line for a number of years. Coming to Canada, the family resided in Pickering township for a while and then removed to Markham, where Mr. Underhill senior, carried on business as a retailer. His son Fred succeeded him and later started in the shoe manufacturing business, making a full range of staples. Eleven years ago the factory was removed to Aurora, where it has enjoyed a wide measure of prosperity. The opening of the new Underhill

factory in Barrie marks another advance in the enterprise of the firm.

Mr. Wilson's New Enterprise

The C. N. W. Shoe Co. has been formed in Western Ontario, for the manufacture of women's Goodyear welts. The factory has been located in London, and the firm will specialize exclusively on this line. The members of the organization are E. W. Cumming, G. H. Nichol and W. E. Wilson. The first samples were made in London. The factory is located on Bathurst Street, facing the Grand Trunk station. Mr. Cumming is the president of the company, and will look after the office end. Mr. Nichol will manage the sales department and Mr. Wilson will superintend the manufacturing. Previous to coming to Canada Mr. Wilson was connected with the J. H. Cross Co., of Boston, and Thos. G. Plant, of Roxbury, Boston. On this side of the line he was for some time with the Slater Shoe Co., of Montreal, and later had charge of the Goodyear and turn departments of Getty & Scott, of Galt. Mr. Wilson is a practical man all the way through and is thoroughly experienced on all the machines. He is well liked by the trade and should meet with success in his new venture. The brand of shoes made by the C. N. W. Shoe Co. will be the "Duchess." They are featuring a cushion sole, which has been gotten up by Mr. Wilson and possesses a number of special features.

A. P. Cimon Co.'s New Factory

The A. P. Cimon Manufacturing Co. recently moved from their old quarters at 322 Papineau Ave. to their fine new factory at the corner of DeNormandville and De Fleurimont Sts., Montreal. The new building is 135 feet long by 45 feet wide and consists of three storeys and a basement. It is thoroughly fireproof, being constructed of brick and concrete. On the top floor is the cutting room with its accessory departments. On the next floor the bottoning room and on the first floor the offices and shipping room, while the basement is devoted to the sole leather department. Everything is arranged with a view to economy in time and continuity of operation. The factory is splendidly lighted and an especially good feature is that every department has its own motor thus making it independent of the rest of the factory in case a breakdown should occur in another department. The heating apparatus is housed in an adjoining wing, following the latest approved methods. The firm was far-sighted enough to acquire a piece of ground 253 feet in depth by 100 feet wide, thus insuring plenty of room for the expansion which will undoubtedly be needed in a few short years, judging by the general experience of shoe manufacturing firms in Montreal.

The Shoe Situation Across the Border

A correspondent writes the SHOE AND LEATHER JOURNAL from Boston as follows:

Everything pertaining to the manufacturing and distributing of boots and shoes is active and full of life. The retailers are getting a large business, due to good general business, abundant crops and the season of the year. The retailers are also ordering very liberally for the spring of 1913. Shoe wholesalers are doing a tremendous immediate business and shoe manufacturers dealing direct with the wholesalers are getting many rush orders for immediate shipment. A good many orders are being booked from wholesalers for the spring of 1913.

Styles are changing very little in men's shoes. High, broad toe is very popular and heels are a little lower than last year. Tan calf continues to be very strong for men's shoes for next spring and summer and patent leather is increasing quite materially. Six months and a year ago men's shoe manufacturers who were not interested in patent leather are now buying freely. In women's shoes tan calf does not look to be in as strong demand for next spring, as it was

for this spring and summer. Patent leather is increasing. Fabrics are increasing and leather, such as white Nubuck, champagne color and grey Nubuck, are meeting with a very ready sale.

There is also a good demand for ooze calf leather in various colors. The shoe jobber in this country, due to hand to mouth buying on the part of retailers and a fear of depreciated stocks by quick changes in style, is getting more than his share in demand. Due to the high cost of leather and other materials entering into shoes the jobber and shoe manufacturer selling the retail trade are getting much less returns than they did a year ago. It would not be surprising that the gross amount of returned shoes has been reduced fifty per cent. A striking feature of the American shoe business is the great growth of the very large concerns. Quite a number of smaller concerns have gone out of business during the past year. The efficient small concern is getting along all right and making money, but most of the inefficiency is among the smaller firms and a considerable number of them have been having a hard time, but the very biggest of them have been growing much bigger.

In order to meet the high leather market many other manufacturers have changed to making more McKay shoes.

Uncertainty of the Shoe Business


"Shoe manufacturing to-day is too much of a gamble," said a manufacturer some time ago. "It has got to the point where a man has to take a chance on the leather market in both sole and upper leathers, he has to take a chance in the field for style leadership, he has to take a chance with his selling force, and, in these days of close competition, he has to take a long chance with some of his credits, for, if he does not, his competitor will do so and thus oust his line from the territory.

"Something must come from the conferences of business men which shall make the manufacturing game safer.


"One fruit of steady employment is greater efficiency. Workmen who are constantly changing around because of not obtaining steady employment never become the finished operators manufacturers seek. It is only through regular trained effort in a certain product that one gets the highest proficiency."

The History of Credit

The history of credit dates back as far as the history of man. The old Jewish laws referred to contracts and debts, and provided that at stated intervals the "slate" should be washed clean and all debts forgiven. The opponents of the Bankruptcy Laws of to-day are evidently not in sympathy with the early Jewish "Jubilees." Perhaps the oldest historical reference to credit is found in China, where as early as 2800 B.C. banks of deposit and discount existed, denoting a high state of civilization, from which we may reason that in that slowly progressive country, centuries elapsed in the maturing of such forms of credit. Likewise in Egypt and India credit transactions are recorded. In Greece credits were not unknown and while the rights of capitalists were severely taxed they were also carefully guarded. The history of all nations is the history of commercial activity in which credit has always in the past, and always must in the future, play the leading part. Wherever a high state of credit existed there was a correspondingly high state of civilization. In savage countries credit is unknown. The savage is like an untrained child; what he sees that he wants he appropriates to his own use and asks no questions nor understands the meaning of honor or fair dealing, but in so far as countries become civilized so far does credit come to its perfection. Credit giving is manifestly an invention of man, for nature never established the custom. Nature gives no credit. She requires that we must work first and eat afterward. The soil must be tilled before the earth will yield its increase, but man is not so inexorable and is willing to "take a chance," and parts with his goods, accepting in return the reputation of another that payment will be fully made at a later date.



AMONG THE SHOE MEN.



The stock of Joseph Angers, of Quebec has been sold.

J. Richer & Co., manufacturers of shoes, have registered in Montreal.

H. A. Reid, of Owen Sound, has sold his shoe stock to William Ewen.

R. Hicks, shoe retailer, of Calgary, has been succeeded by F. Vickers.

Leclair & Chalifoux, manufacturers of shoes, Montreal, have recently registered.

J. Weir has succeeded A. C. Clark as manager of the Temple Shoe Store, in Brantford.

Alf. Winn has joined the selling staff of P. E. Frank & Co., of Toronto, and is covering Eastern Ontario.

J. & J. Clarke, of Galt, Ont., have just installed a twenty-two foot model shoe repair outfit with Goodyear rapid stitcher.

Christie Bros. & Co., of Amherst, N.S., have been incorporated to manufacture trunks, bags, etc. The capitalization is \$300,000.

George Cain, general sales manager of the Miner Rubber Co., Granby, Que., spent a few days in Toronto this week on business.

A. J. Healey, manager Quebec branch Canadian Consolidated Rubber Co., Limited, was in Montreal during the month on business.

J. A. Malboeuf, of the Kingsbury Footwear Co.'s sales staff, is away from Montreal for a few days on a hunting trip in lower Quebec.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, spent several days last week among the factories of Quebec and Montreal on a buying trip.

W. J. Heaven, manager of the Anglo-Canadian Leather Co., Toronto, has returned from an extended business trip through the maritime provinces, going as far as Halifax.

Richard Tretheway, of London, is now covering Western Ontario for the C. N. W. Shoe Co., of London. A. R. Crotty is looking after the northern portion of the province.

Suckling & Co., of Toronto, are advertising a sale of 2,500 cases of seconds of the Independent Rubber Co. of Merritton, Ont. The sale will be held on Tuesday, November 5th.

George W. Merrill, who has been in the leather business in Dorchester, N.B., for the last twelve years, has removed to St. John, where he has taken a position with Horton & Son, Limited.

A good advertisement in a shoe retailer's window would be to display a pair of shoes bottom side up, with the accompanying explanation: "Two soles with but a single thought—to be sold."

R. H. Greene, sales manager of the Gutta Percha and Rubber Manufacturing Co., Toronto, left this week on an extended trip to the company's branches in Winnipeg, Calgary and Vancouver.

Harry L. Foote, of Peterboro, who represents Jas. Linton & Co., of Montreal, in the West, has been elected vice-president of the Peterboro Curling Club of which he is an enthusiastic member.

E. E. Hutchison, secretary of J. Eveleigh & Co., Montreal, was in Toronto last week visiting his brother, L. B. Hutchison, manager of the local branch of the Kaufman Rubber Co.

J. M. S. Carroll, district manager, Montreal, Canadian Consolidated Rubber Co., Limited, paid a business visit to

the company's branches in Ottawa and Quebec during the month.

W. E. Armstrong, traveler for McLaren and Dallas, had his knee wrenched and his side injured a few days ago when a mixed train on which he was a passenger ran into a log train at Parkhill. Mr. Armstrong had to lay off work a few days owing to his injuries.

A. Wellwood, shoe retailer, 1250 Bloor street west, Toronto, has recently improved the front of his store by installing a glass front in the space below the window floors. This affords him double facilities for displaying shoes and makes use of valuable space which often is hidden by a wooden base.

Extensive improvements have been made to Wilkinson's shoe shop in St. Thomas, making it one of the finest and most attractive stands in Western Ontario. The proprietors, A. G. Sanders and J. G. Creswell, are shoemen of experience, being in the business for over twenty years in St. Thomas and other cities.

Many friends in the shoe trade will regret to learn of the death of Mr. William Kirk, who passed away in St. Frances Hospital, Smith's Falls, on October 19th. He had been engaged in the shoe business in Merrickville for 24 years. He sold out nearly two years ago to Mr. Fred J. Boyd and since had been living retired. Several weeks ago he contracted pneumonia and, not being rugged, could not withstand the disease and other complications which set in. The funeral of Mr. Kirk was held recently from the residence of his brother-in-law, in Smith's Falls, and was largely attended. He is survived by one daughter.

The commercial travelers of Brandon distributing area have arranged with the Summer Fair Board to repeat their excellent work of this year in 1913. Judging by the vim with which the travelers' advertising campaign and industrial parade of this year were conducted the directors of the Fair are confident that Travelers' Day next year, when the Great Dominion Fair will be held in Brandon, will draw larger crowds than have ever yet attended any fair in Western Canada. Manufacturers in any part of the world may send floats advertising their goods to the Industrial Parade on Travelers' Day.

The recent advances in the cost of leather, upper stock, tap soles, top pieces, etc., will in a few days be followed by increased charges for shoe repairs, which have been stationary for some fifteen years. What the increase in the cost of repairs will be has yet to be decided, but it is only a matter of a few weeks until the advance will be announced, which in Toronto, Hamilton, Montreal and other cities is likely to be from ten to fifteen per cent. A meeting of the wholesale Leather and Findings Association was held in Toronto last week and it was decided to issue new price lists to all their customers in consequence of a raise of ten per cent. in tap soles and top lifts, which became effective last week. The present figures are the highest ever known.

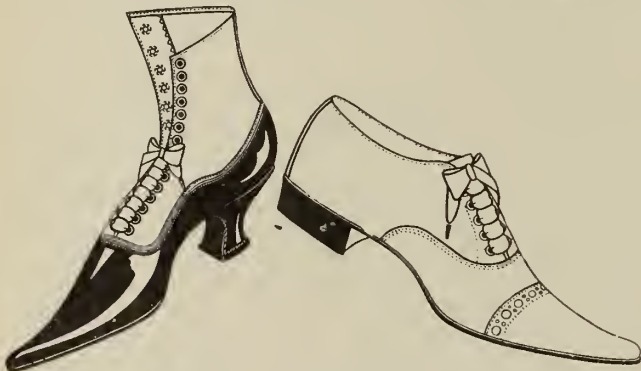
Hennessey Drug Stores have just taken a ten year lease of the Slater Shoe Store, at 117 Yonge Street, Toronto, now occupied by Chas. C. Cummings. The lease expires next February. Under the terms of the new lease of the Cummings' place the tenant will have to pay a rental of \$10,000 a year, as well as \$1,400 taxes, while a clause stipulates that he must expend \$5,000 on improving the building. The shoe company which is taking over Mr. Cummings' business has just closed a lease at 163 Yonge Street for an exclusive Slater shoe store. They will pay \$5,280 a year rent and the land taxes for fifteen feet frontage. The new company intend opening a string of shoe stores in Toronto and will have their headquarters in Montreal.

Seafish Yields Rubber

A report coming from Amsterdam tell of a factory established at Ymulden, at the mouth of the North Sea canal in Holland, to produce a substitute for rubber. It is said that the company operating the factory has succeeded in producing a substance having qualities of rubber and some special advantages over the genuine. While the process is a secret, the principal ingredient is said to be fresh sea fish, which are brought to Ymulden in vast quantities by the Dutch fishing fleets. According to report, 15 to 16 per cent. of natural rubber is added to the fish, and the result is a substance as flexible and elastic as rubber, but much cheaper—about 1.25 to 8 in price—compared with real rubber. The low price of this produce will be caused partly by the by-products which are possible, for it is said that much albumen will be made from the fish, and that half of the factory is arranged for the manufacture of fertilizer.

The Swing of Fashion's Pendulum

It is interesting to review old associations and to call up the customs and practices of the past. Here are two shoes that were quite distinctive and artistic not so many years ago. The one on the left is a patent turn, with half-French heel, whole scolloped foxing and cravenette top. It was made nearly 25 years ago by the Foreman Shoe Co., of Chicago, and is number six in size and AAA in width, be-



ing one of the narrowest women's shoes ever seen in Toronto. The shoe for some time has been the property of Mr. Alfred Hand, Toronto, who prizes it highly as a footwear curiosity. The other shoe is size nine. It is made of dongola and is a turn six-eyelet oxford with a three-quarter inch heel. It was made by a Quebec firm several years ago and is the property of a Toronto jobber, who kept it for old times' sake.

The Kid Leather Market

Boston deals in about \$30,000,000 worth of kid leather yearly, and is one of the most important kid leather markets of the world. It imports kid skins from all countries in which goats thrive, and it exports kid leather to all countries in which the footwear of civilization is worn.

There are 100,000,000 goats in the world, according to the year book of the U. S. Department of Agriculture for 1910. More than 60,000,000 goats are eaten each year. The pelts of 47,000,000 are brought to this country to be made into kid leather for boots and shoes, says Shoe Topics.

Most goat skins come from India, which has more than one-third of the goats of the world. Calcutta, Bombay and Madras are chief ports for exporting goat skins to America.

Kid skins also come from London, Hamburg, Aden, Hodeidah, Gumfedder, Berbera, Algiers, Fez, Tangiers, Mogador, Tripoli, Port Elizabeth, Cape Town, East London, Salonique, Moscow, Buenos Ayres, Calcutta, Tientsin and Hangkow. In these markets are young Americans, Englishmen and Germans, who buy kid skins.

The kid skins after their arrival are distributed among tanneries in Philadelphia, Wilmington, Newark, Lynn, Salem and Peabody. They are made into leather worth about \$40,000,800. The hides cost the tanners about \$27,000,000.

The output for labor for making leather is about \$3,000,000, and the cost of tanning materials several millions more.

About one-half of the kid leather handled in American tanneries is made into boots and shoes, and the other half is exported. Total exports of kid leather for this year will probably exceed \$20,000,000 in value. England buys more than half a million dollars worth of American kid leather monthly, and Germany more than one-quarter of a million. France, Holland, Spain, Italy, Turkey and other European countries buy much American kid leather. A while ago a New England tanner sent a lot of kid leather to Italy, to be used for reinforcing the trousers of cavalrymen. Another tanner is now filling a contract placed by a European firm, for \$500,000 worth of kid leather.

Central and South American countries also buy from New England tanners. Argentine buys more than \$1,000,000 worth annually. Boston merchants are large exporters of kid leather. Some of them have established foreign offices. Buyers from England, Germany, etc., buy in Boston.

But a few American tanners persevered in efforts to make kid leather better than the famous French kid. One New York tanner imported a tannery from France, equipment, skins, formulas and even employees, and established them in his factory. But he failed to make leather as good as the genuine French kid. A young Philadelphia tanner, Robert Foederer by name, who was trying to make good kid leather, learned of a process of tanning that had been invented by Adolph Schultz, a chemist employed by a New York dyestuffs firm. It was called the chrome process. Leather merchants laughed at Schultz's leather, because it was stiff and hard and robbin's egg blue in color. Foederer believed that it was well tanned. He experimented with the process and succeeded in making the chrome tanned leather soft and silky by "fat liquoring" it or dressing it with an emulsion of oil and soap. He also succeeded in dyeing it a very good black. He exhausted his resources in his experiments. Brokers refused to provide him with skins. As a final resort he moved to Boston, and showed his samples to a South Street merchant, who provided him with funds sufficient to carry on his experiments.

Chrome tanned kid leather was received by the people with great favor. Most everybody wanted shoes of it. The demand for French kid vanished, and in a short time French kid disappeared from the American market. For a while chrome tanned kid dominated the American market. Tanners of calf and cowhide had to abandon their vegetable tannages and make leather by the chrome process, in order to produce an article they could sell in competition with chrome kid.

The chrome process makes leather very strong and durable, and also waterproof. It enables people to wear shoes in all weathers without rubbers.

Canadian Union Is Growing

The International Boot and Shoe Workers' Union has endorsed the action which had been taken in connection with the dispute in a Toronto factory, by the Executive and the Toronto business agent, Walter Brown.

"A 'no-strike policy' is the leading note of the Boot and Shoe Workers' Union and to this end they enter into a contract with manufacturers by which all questions of wages or conditions of labor which cannot be mutually agreed upon shall be submitted to a board of three arbitrators, one nominated by the employers, one by the men and the other selected by the two already nominated.

The Union also agrees to assist the employer in procuring competent shoe workers to take the place of those who will not comply with the arbitration settlement or those who may withdraw from the Union or be expelled from it.

The Canadian membership is about at the 8,000 mark. An interesting feature of the Union is that they spend about \$100,000 a year in advertising.

John Hammill Highly Honored

At a meeting of the board of directors of the Ames Holden, McCready Co., held in Montreal, the retiring treasurer, Mr. John Hammill, was signally honored. The expressions of regret on his retirement from the firm after 39 or 40 years of continuous service, first with the McCready Co., and latterly with the present company, were many and sincere. There is probably no shoe man in Canada who is better known or more highly esteemed than Mr. Hammill, and there is no one whose presence will be more universally missed and whose retirement is better earned than his. As an indication of this universal feeling of regret, the ensuing address, read by Clarence F. Smith, vice-president and general manager, speaks for itself. Mr. Hammill was presented with a magnificent silver tea service as a tangible evidence of appreciation of his long and able career with this concern.

"Dear Mr. Hammill,—In the ordinary course of business changes must inevitably come, yet we learn with sincere



JOHN HAMMILL

regret that you have decided to sever your connection with the firm of Ames Holden, McCready, Limited.

"About thirty-eight years of continuous service with one firm and nearly two years with the amalgamated companies of Ames Holden, Limited, and James McCready, Limited, is a record of which any one might be justly proud, and is itself a sufficient proof and evidence of your high integrity and ability. We desire, however, to add our tribute to your worth and to furnish you with a memento ever recalling agreeable associations connected with your long term of service.

"As employees of Ames Holden, McCready, Limited, we ask you to kindly accept this service of silver as a memento of our esteem, and desire you to take with it our warmest and best wishes for your future well-being. The past has been marked with invariable courtesy and good-will, and the future, we trust, has very many days of unalloyed happiness in store for you. May this token ever recall pleasant

A BOUQUET FROM ABROAD

P.O. Box 25

Queenstown, South Africa,

29th Sept., 1912.

Messrs. The Acton Publishing Co., Ltd., Toronto:

Gentlemen,—Enclosed please find money order, value 8-4, to cover 1 year's subscription for the SHOE AND LEATHER JOURNAL to July, 1913.

I find the SHOE AND LEATHER JOURNAL a most instructive and interesting publication and of far more value to a boot man than any I know of, either published in England or America.

Yours faithfully,

C. Beswetherick.

memories and remind you that nothing but the kindest thoughts accompanied it.

"On behalf of the staff the James McCready Co. and Amalgamated Company."

At this meeting also W. A. Matley was appointed secretary-treasurer of the company and J. R. Mireault, controller, and both have entered upon their new duties.

Base Repairs on Stock and Work

E. H. Gullidge, of Oakville, Ont., believes that the repair branch of a business can be made to pay handsomely. On each tag in red letters are the words, "Repairs are cash," and at the bottom is "Statement on the back." There are lines for the name, address, etc. Mr. Gullidge bases his prices differently from what most repair men do. He tells a man that to nail on a pair of soles will be twenty-five cents, to stitch a pair will be fifty cents and to build up the heels will be fifteen or twenty cents, it depends how many new lifts are required. This is a flat rate for all work. Now the cost of the job to the patron depends on the kind of stock that he desires. There are hemlock soles at twenty-five cents per pair, thirty, forty, etc., until the good English oak stock is reached which starts at fifty cents per pair. The customer is allowed to judge from the samples of tap soles which sort he would like to have and the price is based according to the character of the stock. In other words, the cost of work remains the same for everybody while the total expense of the job is arrived at by the class of material used. This is the way most jobs in other lines are attended to throughout the business world to-day. Mr. Gullidge applies the same principle to shoe repairing and finds that it works well. On the back of each tag appears a statement—stock used, so much; nailing or stitching, so much; building up heels, so much; putting on patch, so much; sewing up rips, so much—so that the customer has before him an itemized bill. This has removed much misunderstanding.

"I grew into this plan some years ago and have found that it has worked out admirably in my repair trade," explained the speaker. "I happened across it this way. Many years ago a customer brought in a set of harness and told me to fix it up in good style. He did not call for the job for some weeks. I had done considerable work and furnished some new material. When my man came in and looked at the bill it seemed rather large. He appeared surprised and asked me what I had done to roll up such an amount. Upon my word I had forgotten the details and could not tell him. He went away under the impression that I had soaked him. I could not remember the particulars of all the jobs that came in. It was then and there that I adopted the plan of putting a statement on each tag. The customer carries this home with him, can examine it at leisure and compare with any others that he has to see that there are no overcharges. I have not had any dispute over prices in many years. A patron knows exactly what he is paying for in work and material and whether he gets it. I believe that is the only proper and reasonable basis to run a repair shop on. It makes fast friends all around."

A despatch from Elmira, Ont., says: A strong company has been formed to carry on the shoe manufacturing business in the old button factory, where hands are urgently needed. People who are out of employment should not overlook the fact that they can find it in Elmira.

A woman who is hard on her silk stockings has learned to utilize the tops for bags for her shoes and slippers. When the runs and holes get undarnable the tops of the stockings are cut off midway of the leg and the lower edge sewed across in a French seam. A shoe is kept in each of these stockings, which take up no room, cost nothing and act as an absorber of dust. Sometimes the kind of shoes is outlined on the hem to make them more easily distinguishable.

Capable Selling Force for Progressive Company

The Kaufman Rubber Company, of Berlin, Ontario, owing to the large extension to their plant, completed early this spring, and having an output of 8,000 pairs daily, have recently made several important additions to their selling force. During the coming season the company will have seven men covering Ontario, besides representatives in all the other provinces of the Dominion. Among the new members are S. G. Amero, J. S. Lovell and G. H. Ansley, all of whom are well and widely known to the trade. The territories which the staff will cover are: T. W. Simpson, South Western Ontario; S. G. Amero, west of, but not including,



WILLIAM S. WOOD

the G.T.R., from Berlin to Southampton; J. S. Lovell, directly north of Berlin; C. H. Himburg, Northern Ontario to Sault Ste. Marie; W. S. Wood, the Niagara district; G. H. Ansley, east of Toronto, and L. B. Hutchison, manager of the Toronto branch, the territory surrounding Toronto and Hamilton.

Mr. Amero, who makes his first bow with the company, served several years with the United Shoe Machinery Co. He possesses a practical acquaintance with shoe manufacturing. About fifteen years ago he entered the employ of a large shoe concern in Lynn, Mass. He was for five years with Williams and Clark, where he became familiar with the entire Goodyear process. Ten years ago he joined the U. S. M. Co. at Lynn, Mass., as demonstrator and salesman. Transferred to Canada in 1907, he spent a few months in the Quebec and Montreal districts for the firm, but most of his time has been as a traveler for the Toronto office. He is thoroughly versed in everything connected with the shoe-making line from a tack to the largest machine and has proved his worth and ability as a salesman, besides being exceptionally popular. He has left the U. S. M. Co. with the greatest regret and only through prospects of personal advancement in another field.

Mr. Ansley, another new man with the Kaufman Company, possesses a strong connection with the retail shoe trade. He has been on the road for the past twenty years and demonstrated his efficiency with such firms as George A.

Slater, J. D. King Co., Slater Shoe Co., and the Nursery Shoe Co. He should make a most capable representative in his new sphere.

Mr. J. S. Lovell is a veteran in the ranks. He has been selling shoes in Canada for thirty years. He was with Cooper and Smith, of Toronto, and was one of the organizers of the Victoria Shoe Co., of Toronto. He was also on the road for Ames Holden, McCready for some time. Mr. Lovell, needless to relate, is of Irish extraction and possesses much of the wit and geniality of his race. He was the first Canadian traveler to cross the water and sell shoes for a Quebec firm in England. He knows the footwear game thoroughly and is held in high esteem with the trade.

Messrs. Wood, Hutchison, Simpson and Himburg have been with the company for years and have proved their worth each year by gratifyingly increased sales. They all have a good grasp of the business and have built up strong connections. The selling force of the Kaufman Rubber Company during the coming season looks like the most alert and efficient ever possessed by the company since starting the manufacture of rubber footwear about four years ago.

Rubber Sole Shoes

Rubber sole shoes for street wear, as well as for outing wear, have been added to spring and summer sample lines by several Lynn firms. They are made of white buck, white canvas, and Russia calf leather, with white, or tan, soles to match. Some of them have rubber heels, while the remainder have spring heels. They will retail at from \$3 to \$5 a pair. They will supersede rubber sole shoes to some extent. Low heel boots, for street wear, are in demand for this fall, in better grade shoes, and low heel Oxfords and pumps are in spring and summer sample lines. The lowest of the heels are from 1 to 1½ inches high.

Wearing Arch Supports for Comfort

Do not condemn a thing before you give it a fair trial. Arch supports are good contrivances, even though you are not suffering from pedal ailments. They afford comfort and ease in walking, especially if you are taking a long constitutional. Many women and men, whose feet never trouble them at all, are in the habit of wearing arch supports for the assistance and smoothness which they impart. To use a pair does not argue that you need them. But when you wear them see that you know how. A Western citizen had been prevailed upon to try a pair, and, after using them a couple of days, went to his shoemaker at night declaring that he did not know what ailed his feet. He thought the supports were a little too high and he wished the arch lowered. He took off his boots, and imagine his chagrin when the dealer informed him that he had the supports on the wrong feet. The right support was in the left boot and vice versa. "No wonder you got no comfort or satisfaction from them," remarked the retailer. "It is a wonder they did not take the feet off you." This is a point which retailers might do well to remember, that it frequently happens arch supports or foot braces are condemned because they have not been properly tried, rightly adjusted, have been worn in ill-fitting shoes or in a manner like the instance just related.

THEY LOOK LIKE A BUNCH OF REAL "LIVE ONES"



S. G. AMERO



J. S. LOVELL



G. H. ANSLEY



T. W. SIMPSON



C. H. HIMBURG



L. B. HUTCHISON



LUMBERKING
Three Eyelet Laced
Special Duck



DUKE
Jersey Arctic

Are your Rubber
Footwear Stocks
Complete for the
Early Fall Sorting Trade?

Delivery of your Placing Order may have been delayed or you may find difficulty in procuring prompt attention to your Sorting wants. If this is the case, write us.

You cannot procure a superior line of Rubber Footwear to **KAUFMAN'S**

LIFE-BUOY



BRAND

In regard to Absolutely Perfect Fit,
Honest Wear and Neatness of Construction

Our Branch Warehouses have complete stocks and GOODS ARE IN TRANSIT TO THEM DAILY. They will be in a position to rush goods out to you the same day order is received.

Direct your sorting orders to

The KAUFMAN RUBBER CO., Limited

BERLIN—Head Office and Warehouse.

TORONTO—76 York Street

MONTREAL—310 Craig St. W.

OTTAWA—281 Wellington St. E.

VANCOUVER

EDMONTON

SASKATOON

WINNIPEG

FREDERICTON, N.B.

TRURO, N.S.

CHARLOTTETOWN, P.E.I.



TEMPEST
Fine Storm Over



FAVORITE
Fine Light Croquet

LOGAN'S

The Leather of Quality

UNION OAK SLAUGHTER SOLE

If you want something good, write

Logan Tanneries, Limited, Pictou, N. S.

Knows the Province Like a Book



Wilfrid Lessard, the genial shoe traveler whose likeness is reproduced here, although young in years, is old in experience. He has been connected with the Tetrault Distributing Co. and the Tetrault Shoe Manufacturing Co. for the past 13 years, during which time he has covered the province of Quebec and the city of Montreal for these firms. For the past three years, however, he has devoted his entire time to covering Montreal city for the Tetrault Shoe Manufacturing Co. and he does this thoroughly and well. When not actually selling shoes, his expert knowledge of what the trade demands, derived from his close connection with up-to-date retailers, is used to great advantage in the manufacturing end of the business. Mr. Lessard states that the outlook for spring was never so good, and that in spite of increased prices spring business has almost doubled. He further states that never was the same value placed in shoes as to-day, and is a firm believer in the efficiency of present day shoemaking.

News Notes from Quebec

J. Gobeil & Frere, shoe manufacturers, have assigned in the hands of Jos. Beaulieu & Co.

Alf. Garant, of Dupere & Garant, is on a week's trip in the western part of Quebec.

George Fex, manager of the L. Gauthier Co., accompanied by their new salesman, is on a trip to Ontario.

The reports from shoe salesmen are that they have more orders this year than what they had last year at the same date.

M. O. Goulet, shoe manufacturer, has improved his building by having it painted. He has started in full the new run and says that he has more orders on hand than last year at the same date.

M. J. Cote, shoe manufacturer, has discontinued. He was making a specialty of misses' and children's lines. He has sold out to M. Mederic Tremblay, who will be in a position to fill all orders that Mr. Cote had for the coming season. Mr. Tremblay has opened his new shop at 12½ Parent street.

New Company Takes Over Stores

The United Co-operative Stores, Limited, has been formed in Montreal and has been doing some extensive advertising under the heading "A Revolution in Shoe Selling." The company announces that it will effect a big reduction to the public. Four stores have been acquired in Montreal and are now under the management of the U. C. S. Other establishments will be secured in that city, while two have been taken over in Toronto and one in Hamilton from the C. C. Cummings, Ltd. A handsome new store is being fitted up at 163 Yonge street, Toronto, by the U. C. S. Limited. The stores purchased in Montreal are: Cor. Notre Dame and Inspector sts., formerly Ronayne Bros.; 672 Catherine east, formerly O. P. Demontigny; 95 St. Law-

rence Boulevard, formerly Nap. Dorval; 825 St. Catherine East, formerly Phillippe Moise.

The United Co-operative Stores, Limited, have no connection whatever with the United Shoe Machinery Co. as was reported in certain press despatches. This doubtless arose over the similarity of the trade mark of the U. C. S. to that of the U. S. M. Co.

Among the men behind the new retail enterprise are H. A. Beatty, F. A. Guinivan, of the Walk-over Shoe, and other Montreal capitalists. It is understood that Mr. Guinivan has been appointed general manager of the organization.



GEORGE F. HENNESSEY

WHO HAS BEEN WITH THE UNITED SHOE MACHINERY COMPANY FOR TWELVE YEARS, AND WAS RECENTLY TRANSFERRED FROM THE MONTREAL OFFICE TO FILL AN IMPORTANT POSITION IN TORONTO. HE WAS PRESENTED WITH A VALUABLE SUIT CASE AND OTHER GIFTS ON LEAVING BY U.S.M. COMPANY'S STAFF.

WANTED—Shoe salesman to handle my steel shoes as a side line. Sell at sight, especially in farm community. No competition, best advertised line. Write for particulars to Steel Shoe Co., Toronto, Can.

A WINNIPEG FIRM OF SHOE MANUFACTURERS' Agents desire to handle on a commission basis a few men's and women's medium and low-priced lines for Western Canada. The Western Shoe Distributing Co., 719-21 Main Street, Winnipeg.

SPECIAL SALE ANNOUNCEMENT OF FACTORY SECONDS

TO THE RETAIL TRADE:

We are offering to you through our selling agents at attractive prices this season's output of factory seconds in "Miner" and "Shefford" brands of rubber footwear.

As there is a limited quantity those interested should communicate with our agents, who will be glad to supply complete lists of the same with full particulars on request; or write to us direct.

THE MINER RUBBER CO.

GEORGE CAIN, General Sales Manager

GRANBY

MONTREAL

TORONTO

QUEBEC

SELLING AGENTS:

JACKSON & SAVAGE
Montreal

J. M. HUMPHREY & CO.
St. John, N.B.

BLACHFORD, DAVIES & CO.
Toronto

R. B. GRIFFITH & CO.
Hamilton

DOWLING & CREELMAN
Brandon

COATES, BURNS & WANLESS
London

W. A. MARSH CO., WESTERN, Limited
Winnipeg

To Shoemakers and Leather Dealers:

THE Fall trade is now here. You doubtless want the best Sole Leather obtainable—something that will please you and your customers. Cheap tanned leather may do for summer trade but for solid waterproof wear you want an "understanding" that can be depended on.



This, we venture to remind you, we can supply in our Sole Leathers, which, by the way, are not of the "quick-process" variety, but are of six months' tannage. For actual wear there is the same proportionate difference that there is in the actual time required in the tanning. It takes not only good, cold tan liquors, but ample time to mature leather and knit the fibre, to resist wear and water.

Our famous "Penetang" Sole Leather is increasing in popularity. While it is firm and close in substance, it is mellow and pliable, and does not check or crack in the grain. It will nail, peg, channel and sew. Our old claim that this stock

"Cuts like cheese and wears like iron" is a fact, not a fancy.

Our "Eagle" Sole Leather, while plump and always reliable, is not tanned quite as firm as the "Penetang" stock. It is now tanned chiefly for "sewed" and "channel" work, but is giving satisfaction in all lines and for all classes of work and wear.

"Listowel" brand is for finer work only, and is our mellowest leather. Its popularity is as great as ever with those who know and appreciate this favorite old tannage.



In Cut Soles, Counters, etc., our trade is increasing rapidly, and this fact is in itself a proof of the good values we are giving herein.

Send in your orders before prices go still higher, as no doubt they must ere long to correspond with the increased cost of hides, bark and labor and the good demand for leather.

Our prices will always be found commensurate with quality and good tannage.

**The Breithaupt Leather Co.
Limited, Berlin, Ont.**

WHY DIAMOND FAST COLOR

Nothing so cheapens a shoe as a brassy eyelet. In most instances it is more conspicuous than a break in the leather and even more difficult to remedy. But there is a sure way to protect your patrons from any annoyance in this connection. Diamond Fast Color Eyelets cannot wear brassy, they always look new and help to preserve the appearance of shoes throughout the longest wear. There is also a positive way to tell whether the shoes you purchase are fitted with them. Just look for the little  diamond trade mark raised on the surface of each. It is inconspicuous but very important. Your customers realize it. It is your guarantee that the eyelets are genuine Fast Color, for only the genuine Fast Color have the  trade mark.

UNITED FAST COLOR EYELET COMPANY

UNITED SHOE MACHINERY CO. OF CANADA

Lagauchetiere and St. Monique Streets
122 Adelaide Street W., TORONTO

- - MONTREAL, QUE.
492 St. Valier Street, QUEBEC

Ames Holden or McCready Shoes Are Made Right



Whether you want an everyday bread-and-butter line or footwear made over the latest lasts, one of our three specialized factories can supply your needs—and so promptly as to merit your hearty approval. Try us.

Ames Holden McCready, Limited

MONTREAL
EDMONTON

TORONTO
CALGARY

ST. JOHN

WINNIPEG
VANCOUVER

MEN'S
GOOD
SHOES



A. CORBEIL

TO RETAIL
AT
\$3.50
AND
\$5.00

LET US SOLVE YOUR \$3.50 & \$5.00 PROBLEM

Your profits mean the sustenance of your business.

In shoes to retail at \$3.50 and \$5.00 can you make sufficient profit and still supply your customers with the value necessary to maintain the excellent reputation of your store?

With prices soaring you will likely find it a difficult problem, and, in order to overcome the difficulty, there may be a tendency on your part to sacrifice profits in preference to reputation.

By our methods of production we are enabled to sell you at prices which permit you to retail at the popular prices of \$3.50 and \$5.00, give your customers a degree of value that will uphold your reputation, and at the same time allow you a profit worth while.

Will you let us show you? Write us, and we will have our representative call.

A. CORBEIL

Manufacturer of good shoes to retail from \$3.50 to \$5.00.

MAKERS OF "LANDOVER" AND "LEADER" BRANDS

Warehouses and Offices: 71 St. Paul Street

Factory: 63-71½ St. Paul Street

MONTREAL

:

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QUEBEC



TANNING RESEARCH LABORATORY

H. C. REED, Manager

**Analysis of Any Material
Employed in the Tannery**

OFFICE, LABORATORY AND SAMPLING ROOM
227-229 FULTON STREET
NEW YORK, N.Y.

DUCLOS & PAYAN

Tanners of CHROME SOLE

We were the first in this country to make this leather and are still in the lead.

Write for samples and prices.

Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

Turn Into Money

Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

R. G. DUN & CO., 70 Bay Street

The Collection Service, which has been proved most satisfactory by all users of it, is

OPEN TO REFERENCE BOOK SUBSCRIBERS.
Subscription and Collection Rates on Application.

Over Seventy Years Record of Efficiency

READ THE

Shoe and Leather Journal

24 issues in a year for \$1.00

It is filled with bright helpful pointers
for Retailers

ACTON PUBLISHING CO., LIMITED
MONTREAL TORONTO

CANADIAN SHOE MANUFACTURERS

WRIGHT & WRIGHT

Makers of CHROME VELVET OOZE SPLITS suggest to you the advantage you have over your competitors by using our stock for BUTTON FLIES, OXFORD QUARTER LININGS, GUSSETTS AND SOFT SOLES.

Office and Salesroom—109 Lincoln St., BOSTON, MASS., U.S.A. PUT THEM IN YOUR SAMPLES Tannery—LYNN, MASS., U.S.A.

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

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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.

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W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.



A New Shoe
 This is one of the nicest fitting, most comfortable and best value shoes made.

SOLID LEATHER SHOES
 ALL LINES ALL SIZES
 FROM CHILDREN'S TO MEN'S

Charles A. AHRENS
 AND Company
 BERLIN, ONT.
 Manufacturers of
Solid Leather Shoes

Also Slippers

The **Bonner Leather Co.**

—Manufacturers—

GLAZED KID
 (Black and Colors)

CHROME LAMBS
 (Glazed and Dull)

1060 Notre Dame St. W., Montreal



McKays Only

When we put all our time, all our energy, all our brains into building McKays it stands to reason we can do it RIGHT doesn't it?

Wait for our travelers and see our splendid lines of Spring Samples.

DUPONT & FRERE
 301 Aird Ave.
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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



COUNTERS
 AT
3½ CENTS
 AND
4 CENTS PAIR

Here is a proposition for you, Mr. Progressive Manufacturer.
 Get Samples.

EUGENE GUAY
 230 ST. MARGUERITE STREET MONTREAL, QUE.



Everything in bows, buckles, beaded ornaments, etc. Latest French and English novelties, from 3c. doz. to \$12 a pair.

ENQUIRIES SOLICITED.

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 22 St. John Street - - - MONTREAL

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THE MONTREAL BOX TOE CO.
 ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels
 OF ALL KINDS

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McKAY SEWN SHOES
 —FOR—
WOMEN, MISSES AND CHILDREN

Shoes that have **STYLE** and **FINISH**—at the right price for the Jobbers, who are invited to see samples.

B. Vaillancourt
 40 Grothe St., Montreal

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BUT ONE BEST POSSIBLE ORIENT Boot and Shoe LACES ARE the BEST

ORIENT LACES ARE HAVING A TREMENDOUS SALE because people do want the BEST, besides they are more profitable to every one selling or using them.

The salesman that sells Best Quality goods always has satisfied customers looking for more. A customer that

WANTS MORE of the goods YOU SELL does NOT GO ELSEWHERE for them. Why not supply them ?

- FOR MEN
- FOR WOMEN
- FOR BOYS
- FOR GIRLS
- FOR BOOTS
- FOR LOW SHOES
- NARROW SHOE TIES
- WIDE SHOE TIES



1 gross boxes

Orient Laces are made of the best Egyptian cotton, strong and supple, soft lustrous, silk finish, and always fast colors until worn out.

Orient Laces always stay tied, even when new. The tin tags will not come off. Are banded in pairs.

They will wear out, but wear well first.

Your customers want Orient Laces.

Made in England by

YOU SHOULD HAVE A NICE CABINET in which to keep your stock of Orient Laces. Let us supply your want.

DIMENSIONS : 10 in. high, 15 1/4 in. wide, 9 1/4 in. deep. 8 gross assorted laces.



THE ORIENT CABINET

We will give, at part only of cost to make, this SWAGER POLISHED WOOD CABINET. Has four drawers, each containing 2 gross "ORIENT" Silk finish Boot and Shoe laces. Well assorted in Black and Tan, both Ladies' and Gents'. An ornament and great convenience. We have only a limited number to place as an advertisement and to introduce our "Orient" laces. One only to each retail account opened. The 8 gross laces at regular list prices.

BROUGH, NICHOLSON & HALL, LIMITED, Leeks Staffs, 112 Wood St. London, E.C.

Complete Line now in Stock by Canadian Agents

WALTER WILLIAMS & CO. 20 Wellington St. West, TORONTO Phone M. 2994
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THE EMBLEM OF QUALITY

BEHIND ALL LAWRENCE PRODUCTS



A REPRESENTATIVE LIST TO SELECT FROM

GUN METAL CALF—Black, Tan

NUBUCK—White, Imperial, Gray and Brown

BLACK DIAMOND PATENT

WEILDA CALF—23 Shades

TANNED SOLELY BY

A. C. LAWRENCE LEATHER CO.

95 SOUTH STREET :: BOSTON, MASS.



Foot Comfort in Dull, Sloppy Weather

- ¶ An anomaly you think—not a bit of it if your customers are wearing a pair of “Miner” or “Shefford” Rubbers. These stand at the forefront in build, style, material, wear and worth.
- ¶ There are more retailers selling and more people buying these reliable, dependable brands than ever. Back of the greatest year’s business in our history is a reason. The merit is in the goods.
- ¶ Is your stock properly assorted? Are you prepared for the rush when it comes? The harvest time is about due, and we are at your service.

See page 61 for Special Announcement

MINER
EANS
ERIT

MINER RUBBER CO., Limited
GRANBY, MONTREAL, TORONTO, QUEBEC

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some Specials Worth Reading

Repair Men Must Raise Their Prices—
How Cost of Stock Has Gone Up

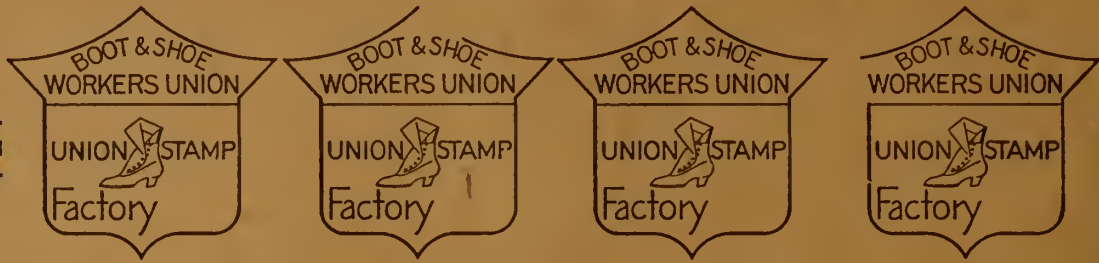
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Watch Shoes That Cling to the Shelves
—Make "Stickers" Keep Moving

First Canadian Retailer to Put Stock in
Cartons—How He Got the Idea

Helpful Hints in Writing Newspaper Ads.
—Weaknesses of Certain Lay-outs

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



The Union Label Plus Influence!

The Union Label means something more than protection to the shoe worker. It means protection to every wearer of shoes, because it signifies good workmanship, good conditions, honest goods, honest prices, all of which mean influence, and influence to you means more customers, more sales, more prestige, more profits.

Our campaign of advertising—educational in its nature—is teaching the public the importance of the Union Label, and the demand for Union Stamped shoes is enormous, and is rapidly increasing. You cannot afford to do without this large and profitable trade.



Boot and Shoe Workers' Union

246 Summer Street, Boston, Mass.

JOHN F. TOBIN, President

CHARLES L. BAINE, Sec.-Treas.

*Ames Holden***Prompt Deliveries**

and

The Real Goods*McCready*

Are what you get when placing your orders with us.
We are now perfectly equipped to assort your stock in
the following lines:

Fine and Staple Footwear

Granby

Maple Leaf

Dominion

Anchor

Rubbers**Kimmell Felt Footwear**

Oil Tans, Lumbermen's and Sheep-Skin Socks

The **Big In Stock** Shoe House

AMES HOLDEN McCREADY, Limited

MONTREAL

TORONTO

CALGARY

VANCOUVER

ST. JOHN

WINNIPEG

EDMONTON



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



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

United Shoe Machinery Co. of Canada

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

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

“Best Yet” has passed the Final Test.

It takes a good leather to stand the test of scrutiny. It takes a mighty good leather to stand the test of manufacture. But---it takes a better leather---a real top notch leather, to stand the final test on the feet of the wearers of your shoes. The leather that is going into your shoes must stand the final test, or the shoes are failures.

“Best Yet” our newest Tan Russia Calf had to stand this final test before it went on the market. Six months before we commenced to tell you about “Best Yet,” it was being worn on the feet of the same class of Canadians who buy your shoes. We expected a lot from “Best Yet,” and it lived up to expectations. Because it was not filled up with heavy composition, or made washable by the use of injurious preparations, but was treated in a special, secret manner, it was soft, easy on the feet, would not crack, would not fade, or bleach and would wash.

Shoes of “Best Yet” have added “pull” with the merchant because the sun shining in his window will not fade them, marks of handling by careless customers can be easily removed with castile soap and water, and---they will stand the final test.

That “final test” is what gives the “pull” with the merchant’s customer. Put this “pull” in your shoes.

DAVIS LEATHER COMPANY
 LIMITED
 NEWMARKET - - ONTARIO

MEN'S GOOD SHOES



A. CORBEIL

To Retail at
\$3.50
&
\$5.00



THE QUESTION OF SHOES TO RETAIL AT \$3.50 @ \$5.00

In every locality there is a percentage of the men who really insist on shoes at \$3.50 and \$5.00.

What per cent of your men customers belong to this class? No doubt the greater number of them.

And these men, not being in close touch with the shoe situation, as you are, naturally do not understand the increases in cost which have lately taken effect. Therefore they expect to receive the same value in \$3.50 and \$5.00 shoes to-day as they have received in the past. ¶ In face of the steady rise in wholesale prices the question is "Are you able to give this value, that is, give it without any sacrifice on your part?" ¶ It is this situation that is the reason for our specializing in shoes to retail at these prices. By studying the matter thoroughly and adopting methods of production that will offset the difficulties arising, we are enabled to produce and sell to you at prices which will allow you to give the best value in \$3.50 and \$5.00 shoes and have for yourself the substantial profit so essential to any shoe business. ¶ We believe this should interest you. Write us about it.

A. CORBEIL

Manufacturer of good shoes to retail from \$3.50 to \$5.00

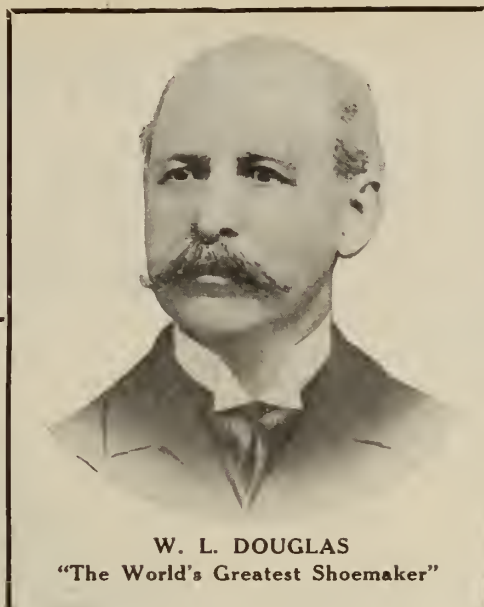
MAKER OF "LANDOVER" and "LEADER" BRANDS

Warehouses and Offices: 71 St. Paul Street

Factory: 63-71 1-2 St. Paul St.

MONTREAL

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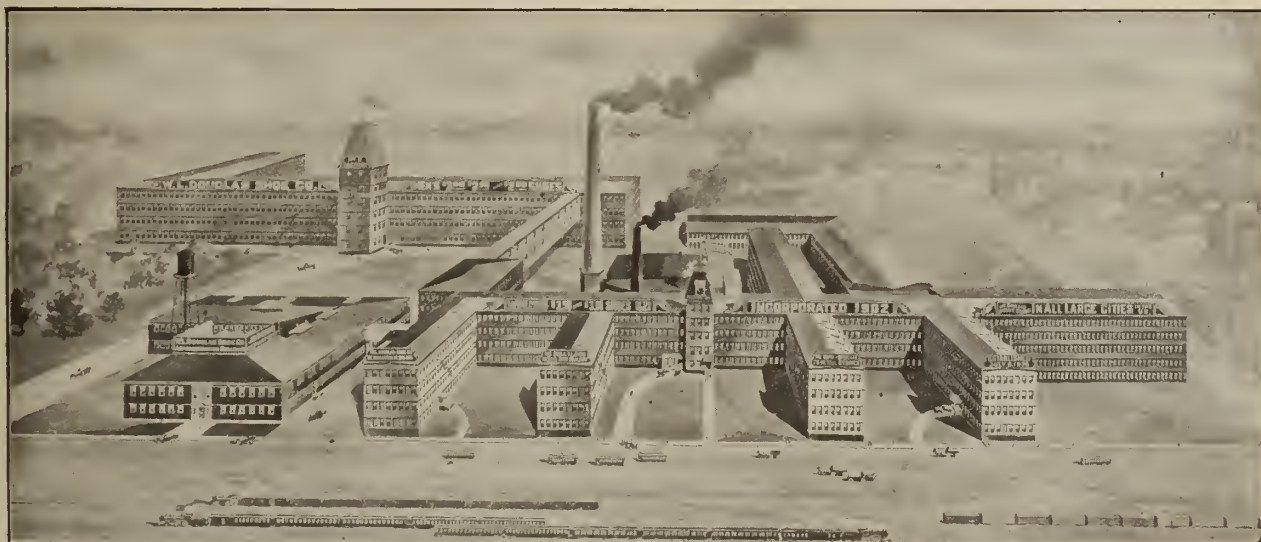
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

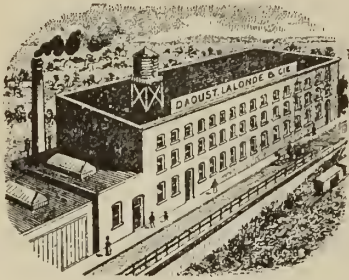
W. L. DOUGLAS SHOES need no introduction. For over a quarter of a century they have been the most extensively advertised, easiest selling shoes in the world, and to-day they are the standard of quality everywhere. They are sold by over 11,000 shoe dealers, as well as through a chain of 78 Exclusive W.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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS. U.S.A. CAPACITY, 17,600 PAIRS A DAY.



OUR TANNERY

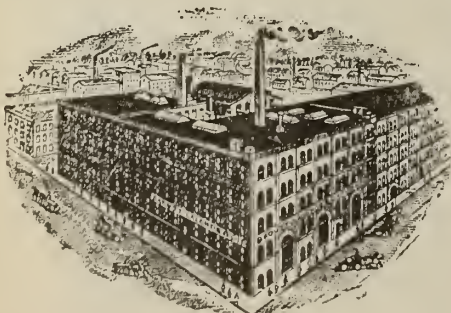
“Paris” Brand Solid Leather Welts

No cheap box toes or inferior counters are used in their manufacture. These specially vulnerable points, as well as other parts, are made entirely of leather.

We are sure of the *quality* of this leather, because it comes from our own tanneries. From hide to finished shoe the whole process is under our direct supervision.

Our “Rock Bottom” brand heavy working boots are just as good in their class as are our “Paris” Welts in the finer lines.

Do you carry in stock these profit-making brands?



OUR FACTORIES

DAOUST, LALONDE & CO.

Shoe and Leather Manufacturers

MONTREAL - P. Q.

P. S.—A Full Line of Moccasins, Long Boots, Felts, etc., carried.

Our Duck Lumbermen's Rubbers

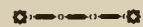
Are Most Popular



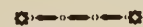
The heavy corrugated soles extend through the shank to edge of heel.



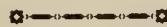
They are made with solid rubber heels.



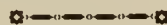
They will positively wear longer than ordinary makes.



We have the equipment at our factories to make goods in a hurry.



We have the service at our branches that will assure you of deliveries in a hurry.



WRITE OUR NEAREST BRANCH

Canadian Consolidated Rubber Co., Limited

SALES BRANCHES

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

“This is a Linton Welt” ---



¶ This is all you need to say to the *particular* customer who wants an A1 article in footgear --- especially if he has worn a pair of LINTON'S WELTS before.

¶ He knows that the quality is unsurpassed, and all he has to do is to pick the style and shape he wants.

¶ There are six *new* Linton Welt lasts for Spring, as well as many of the old favorites.

¶ You need them for your trade. Have you ordered yet?

JAS. LINTON & CO.

Head Office and Factory

Branch Office

MONTREAL

: : :

WINNIPEG



OUR 25 LAST
is a very popular shoe

LOOK AT THESE SHOES
AND YOU HAVE THE
REASON WHY WE
ARE MEETING
WITH SUCCESS

READ
THIS—



OUR 24 PUMP LAST
with or without strap



1911—One floor.
1912—Three floors.

1911—Production 400 pairs per day.
1912— “ 1000 “ “ “

1911—Misses', Child's and Little Gents'.
1912—WOMEN'S, Misses', Child's and Little Gents'.

1911—Five Lasts.
1912—Twelve Lasts.

AND WE ARE ONLY STARTED
TOO. ARE YOU ONE OF OUR
CUSTOMERS? IF NOT, WRITE
FOR A PRICE LIST.

KIRVAN-DOIG LIMITED

Makers of the "Goodsense" Shoe
DESJARDINS AVE., MONTREAL



OUR 23 LAST
the latest receding toe

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO



Perhaps a little extra in cost but a great deal extra in value makes it worth while.

And there are many men in your locality who would gladly pay the little extra for the greater amount of wearing quality and foot comfort. They only require to be shown.

With the "Doctors Antiseptic Shoe" you can show them, and show them something which cannot be seen in another shoe.

You can show them a shoe embodying style that makes it neat and attractive, a shoe that is proof against cold or wet, and a shoe which will keep the foot in a good, healthy condition through the antiseptic treatment of the inner sole.

And these men will appreciate being shown such a shoe and in return will show their appreciation by becoming good customers.

How are you fixed for "Doctors"? Get them from your jobber.

The
TEBBUTT SHOE & LEATHER CO.
 LIMITED
 THREE RIVERS - - - QUEBEC



“Scoutmaster” --A Gentleman's Good Shoe

“Boy Scout” --Clinches the Boys' Trade

“Girl Guide” --Every Shoe Snappy in Style

Every shoe, whether for Men, Boys or Girls, is an argument for better trade and more of it. The same standard of excellence prevails in the three lines, and the cut shown here is just one example of the wonderful value you are offered in any of these lines.

We make these shoes in all popular leathers and styles.

Have You Seen Our New Catalogue Yet?
If Not You Have Missed Something Classy.

JACKSON & SAVAGE

78 St. Peter Street - MONTREAL

SELLING AGENTS—MINER RUBBER CO.



"DORIS" LAST

Ladies' Gun Metal Calf, Blucher Oxford with Dull Collar, Eyelet Stay, and Fabric Quarter.

There Is No Profit in Shelf-Warmers

Buy the line that is a **PROVEN** seller; that does not leave you with a lot of left-overs to carry over till another season---at a loss of money and space.

The style, finish, workmanship and wearing qualities of RIDEAU shoes are too well known to need further comment here. They are **QUICK** and **PROFITABLE** sellers. Do **YOU** handle RIDEAU shoes? If not, start now.



"CITY" LAST

Men's Tan Russia Calf Blucher Bal.

THE RIDEAU SHOE CO.,

Limited

Montreal



If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiére and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

244 Adelaide
Street West
Toronto, Ont.



Fit For a Queen

—Just as the Name Signifies

No matter whether Welt or McKay—we make both—every “Regina” shoe has a smartness of appearance and an up-to-dateness of style that is unique.

We have many styles quite as elegant as the one illustrated here, and you can order any of them FROM STOCK—at once.

We can fill your orders satisfactorily. Write us or see our traveler.

Regina Shoe Company, Limited
Montreal

J. I. CHOUINARD, Sales Agent
Carries IN STOCK all lines of shoes made by us.





VASSAR

MINISTER, MYLES SHOE Co.

LIMITED

Corner Pearl and Simcoe Streets

TORONTO

- - -

ONTARIO



Are You Short of **RUBBERS?**

We have the goods and
can ship the same day
your order is received.



ADDRESS YOUR ORDERS TO

The Kaufman Rubber Co., Limited

BERLIN, Factory and Head Office
OTTAWA, 281 Wellington St., East
VANCOUVER EDMONTON SASKATOON WINNIPEG ST. CATHARINES
FREDERICTON TRURO. N.S.

TORONTO, 76 York Street
MONTREAL, 310 Craig St. West
CHARLOTTETOWN, P.E.I



FALL AND WINTER SORTING

STAMP

McLAREN & DALLAS

30 Front Street West

TORONTO, ONT.

SORTING SERVICE DEPT.

**Oil Tan
Larrigans**

THIS IS HOW

**Moose
Moccasins**

to address your sorting orders for the cold and rough weather shoes that you will be wanting from now on.

It is surprising how rapidly holes appear in your stock during the heavy selling season.

It is also surprising how rapidly you can fill such vacancies if you follow the suggestion we offer herewith.

In sending your orders address them as illustrated, to our Sorting Service Department. There they will receive a degree of attention which can only be extended by a house, carrying large and complete stock, such as we do and a staff of employees putting in their "best licks" to please every one of our many customers.

And then about your Spring and Summer Goods. If you haven't placed as yet, we would strongly recommend your doing so at once. There is really nothing to be gained by waiting whereas there is a possibility of prices taking another jump skyward.

Let us know if you haven't as yet had the opportunity of inspecting our lines.

**English
Slippers**

**Elmira
Felts**

**Lumbermen's
Knit Socks**

**Miners' and
Prospectors'
Boots.**

RUBBERS:- "KANT KRACK" "DAINTY MODE" "ROYAL" "BULL DOG"

▪ **McLAREN & DALLAS** ▪

Wholesale Distributors

BOOTS - SHOES - RUBBERS
TORONTO - - CANADA



“Minto” Brand Rubbers For Women

Like our “Columbus” Rubber for Men, the “Minto” Brand Rubber for Women is a snug fitter, a good wearer and an exceptionally neat-looking rubber.

If you sell “Columbus” and “Minto” Rubbers, you can always fit the latest styles of footwear as well as the more staple lines, because we make a rubber *to fit* every shoe.

Therefore selling these rubbers is the short road to quick turnovers and good profits.

Be a “Columbus” dealer.

Columbus Rubber Co’y of Montreal
Limited

MONTREAL

QUEBEC

J. I. CHOUINARD, SELLING AGENT





GETTING *the* BUSINESS

from the merchant's viewpoint depends on the demand for certain styles and certain prices, and the merchant's ability to meet those demands.

HOLDING *the* BUSINESS

depends upon the quality of the goods with the merchant who meets the demands.

Your experience in the shoe business has, no doubt, shown you a large demand for women's welts at popular prices.

Have you had any difficulty meeting this demand with the grade of quality sufficient to give the wearer the amount of service which ensures the best value, and thus maintain your reputation?

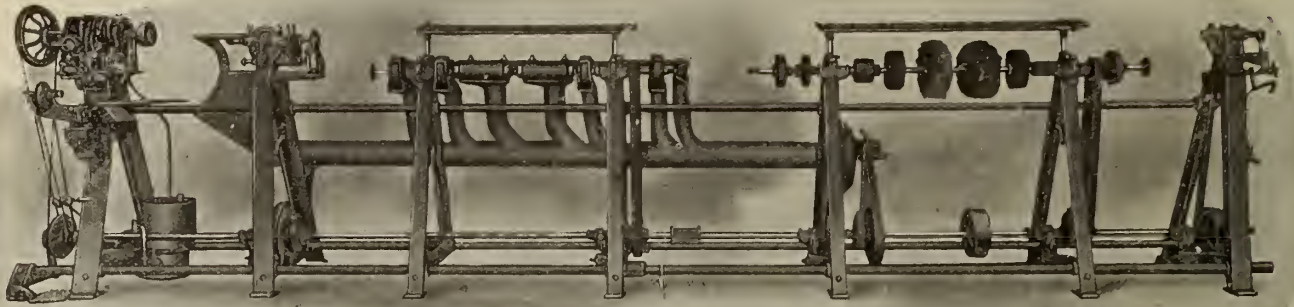
Many merchants have, and that is the reason we are specializing in Women's Welts to retail at popular prices.

By this specializing we are enabled to produce Women's Welts you can profitably retail at popular prices, and still give your customers really high-grade shoes.

These are the kind of shoes that will get the business and hold the business, too.

THE WINN COMPANY, LIMITED
PERTH - - ONTARIO

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC

Finest in
Quality

Whittemore's Shoe Polishes

Largest in
Variety



Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE." Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.
- "BULLY SHINE." A waterproof paste polish for *all* kinds of black shoes and *old* rubbers. Blacks, polishes, softens and preserves. Contain *oils and waxes* to *polish and preserve* the leather. Also Russet Bully Shine for tan leathers. *Large tin* boxes. Boxes open with key. Retails 10c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.
- "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).
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 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.

To Make a Few Leathers And to Make Them Well

THAT IS OUR AIM. OUR VOLUME OF BUSINESS PROVES THAT WE ARE SUCCEEDING

MOSCOW
(CHROME)

Box or Plain Dull Finish. A leather that will give you perfect satisfaction. Prices reasonable. Deliveries prompt.

NECHRO
(NEAR CHROME)

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

BROWN RUSSETT
(ECONOMICAL)

You cannot get a finer leather at the price. It has made good with leading manufacturers in United States.

FLEXIBLE SPLITS—For either Welts or McKays. This is a grade of leather that we are proud of. You will not be disappointed in it.

CANADIAN MANUFACTURERS ARE ESPECIALLY INVITED TO GET QUOTATIONS AND SAMPLES

GOWANDA, N.Y.
SALAMANCA, N.Y.
ALPENA, MICH.

C. MOENCH, SONS CO.
117 BEACH STREET - BOSTON

BOSTON, MASS.
CHICAGO, ILL.
ST. LOUIS, MO.



“Up-to-the-Minute” Shoe Styles

That is our motto---and our Women's Shoes back it up fully.

Making nothing but Women's Shoes, we can devote our whole time and thought to the betterment of our production.

That is one reason why McDermott Shoes to-day are at the top of their class.

Are you a McDermott dealer?

THE McDERMOTT SHOE COMPANY

Women Shoe Specialists

Montreal

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

ENGLISH RUBBER HEELS

Made in a British Factory by British workmen in the British way, which assures quality and workmanship.

Imported direct for the Canadian trade

Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



Write for prices and samples



Grey Rubber stationary heel, which will give every satisfaction Full line of ladies' and gents' sizes carried

The Palatine Sole Protectors (Rubber)

An ideal protection for Soles Suitable for Boots, Shoes or Clogs. Non-Slipping, Economical and Comfortable



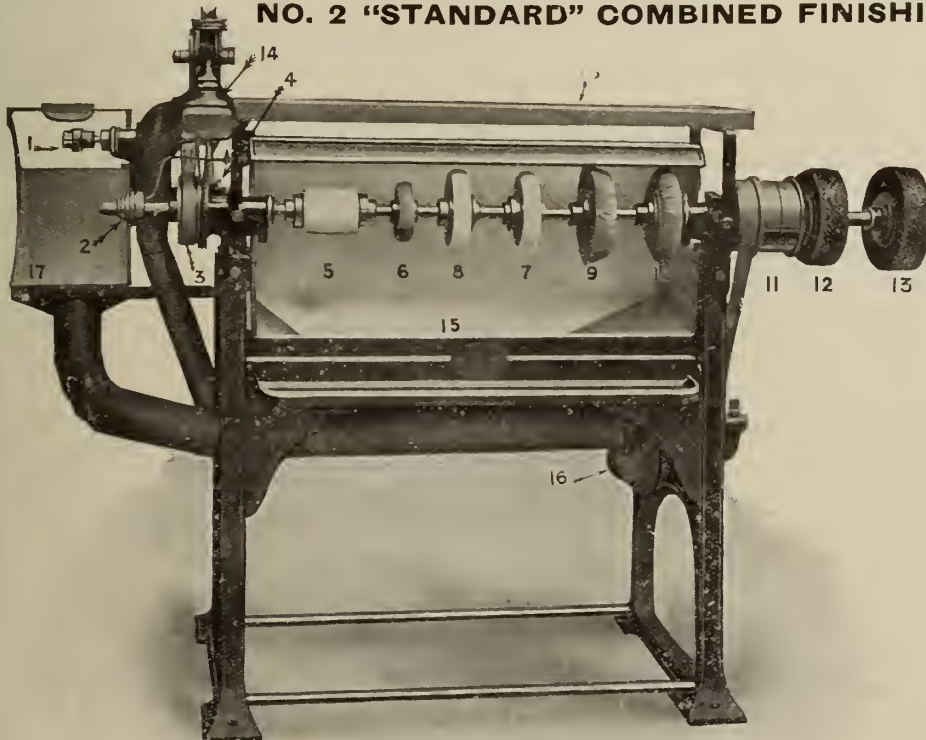
Can be used either without or in conjunction with either Revolving or Stationary

Heel Pads Easily fixed. They are a luxury for Tender Feet.

THE PALATINE HEEL BRANCH OF THE LEYLAND & BIRMINGHAM RUBBER CO., Limited, PRESTON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.



GIVING PROFIT

In merchandising, giving profit is as important as receiving profit.

When a customer is buying a pair of shoes from you, he is making an investment. And that investment has to show him a profit.

The greater the profit any investment will show the purchaser, the greater the anxiety of the purchaser to make other investments of a like nature.

Surpass Shoes will show your customer the best profit on his investment.

LOUIS GAUTHIER COMPANY

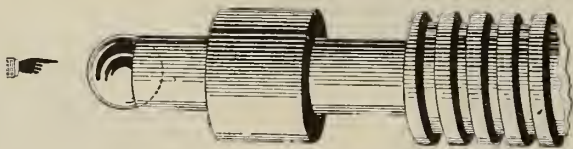
LIMITED

QUEBEC

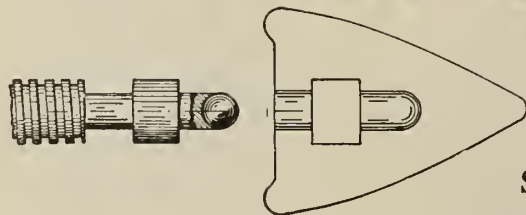
P.Q.

IF IT'S NEW WE HAVE IT ----- HERE IS THE LATEST A SHOE STRETCHER Which does not "Grind In"

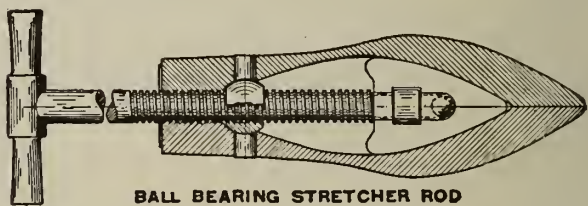
SEE
THAT
BALL



† The ball is placed in a groove at the end of a *ROLL HARDENED STEEL* rod, ensuring ease in stretching a shoe without wearing away the thread on the rod.



THE
B
B
B
Stretcher



BALL BEARING STRETCHER ROD

A FIVE YEAR GUARANTEE WITH EACH STRETCHER SOLD

An extension spring brings the parts together when taking stretcher from shoe - - each stretcher is neatly hinged together.

Bassetts' Ball Bearing Guaranteed Stretcher

L. H. Packard & Co., Limited, Montreal, Sole Agents for Canada

GREATER, LARGER and BIGGER than ever before

Fire temporarily knocked us out, but we are still on deck and doing business. We are fitting up at

**33-35-37-39 SIXTH AVE.
NEW YORK CITY.**

the finest and most complete UP-TO-DATE factory in this country for the manufacture of

“ARCH SUPPORTS”

We are increasing our facilities four-fold, so send along your orders and we will take good care of you.

NO DELAY NO STOPPAGE

THE E-Z WALK MFG. CO.
33-35-37-39 Sixth Ave., NEW YORK, N.Y.

“Going Some!”

Without any spirit of brag, we announce our business for July “very much” in excess of last year.

Why?

Because we are well stocked, give good attention to orders, ship promptly and our prices are always attractive.

A New Line Men’s Water Elk Boots 12 inch leg

Have you had this line at \$6.25. It is a “seller and money maker,” and we have “sole control.” Give us a trial order.

A. W. AULT COMPANY
LIMITED
OTTAWA - - - ONTARIO

Any Difficulty Getting - - - - -

Heavy Felt or Cushion Sox?

We can fill your orders immediately with the best quality goods at the right prices.

LOOK OVER THIS LIST

Heavy Yellow or Blue Felt Sox - -
- - - - - \$1.00 per doz. pairs

Men’s Cushion Sox - \$1.50 per doz. pairs
Women’s “ “ - \$1.35 “ “ “

Men’s and Women’s Cushion Heel Pads
- - - - - 60c per doz. pairs

These Cushion Sox are made with Best Quality White Felt and backed with finest Sheep Skin. Herring bone stitched all around. The heel pads are as serviceable and give as good satisfaction as the \$2.25 line.

Hockey Laces

Oil Tan, all widths, \$1.00 per lb.

Ankle Supports

English Calf Skin - \$3.50 per doz. pairs
Black Chrome Sheep:
Men’s - - - - \$2.25 per doz. pairs
Women’s - - - - \$2.00 per doz. pairs

Such goods as these you will be wanting shortly. If you desire to obtain the most satisfactory results, let us have your order.

BEAL BROS.

LIMITED

52 Wellington St. West - Toronto, Canada



MR. RETAILER---

- ☞ *We have made some good shoes in the past. The people of Canada know it—our growth accentuates it.*
- ☞ *We have never produced anything like the quality shown to-day—you who have ordered will shortly have proof convincing.*
- ☞ *We want to demonstrate to the doubting that we have what the people want—the best and smartest line of men's welts in Canada.*
- ☞ *Wire, phone or write.*
- ☞ *Retail \$4.50 to \$7.00 and higher.*

The
COOK-FITZGERALD CO.
Limited
 LONDON - ONTARIO



SHOE & LEATHER JOURNAL

Published Twice a Month

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TORONTO, NOVEMBER 15th, 1912

\$1.00 per Year ^{In}—_{Advance}

Shoe Repairers Must Get More for Their Work

Cut Soles Within Last Six Months Have Advanced Twenty Per Cent.—Comparison of Prices With Those of Three Years Ago—Public Will Willingly Pay More For Neat Jobs—Some Shops Have Already Advanced Figure

"How much will you charge me for fixing up these boots?" inquired the rather nervous and anxious caller, "and please when can you have them done?" The shoemaker looked at the well worn soles and run down heels and, with a twinkle in his eye, replied, "Oh, come around for them Wednesday morning."

"But how much will you charge me," ventured the uneasy and rather backward customer.

The repair man looked him straight in the face and without any suggestion of a smile said, "Oh, don't let that worry you, sir. I'll charge you enough—never fear."

The caller scented the humor in the reply and laughed long and heartily at the sally of the son of St. Crispin.

A dissipated and slouchy looking individual he was. He had evidently picked up a pair of cast-offs in some back yard. "Hic - what 'ill you'r charge a fell'r for r'pairin' these 'ere 'ings," he bibulously inquired.

The cobbler looked at the tattered and seedy stranger and said, "Sir! I may tell you that we won't charge you a cent. You will fork over the ready cash before I touch a finger to those curios."

In these two facetious instances there is a large germ of common sense. Are you, Mr. Repair Man, getting cash for all the work you do by cutting out all credit, and are you charging a sufficiently high figure to remunerate you for your time, labor, expense of doing business, wage outlay and to cover the constantly increasing price of sole leather.

What About Your Cost System?

Are shoe repair men in Canada getting enough for their work, can they make a reasonable profit at present prices in view of the advancing figure for sole leather, and the upward scale of wages, not to speak of the high cost of living. Nearly every retailer has advanced the prices of footwear in order to meet the sum of ten to thirty cents per pair more which he has to pay the manufacturer for shoes. The public are paying the higher quotations with little or no complaint.

Where does the repair man come in, what is he doing, is he still going on getting the same old figure for his work, in view of all the changed conditions, that he has for the last ten or fifteen years?

Tap soles, top lifts and other stock have ascended in price. Should I raise or not raise my prices is the question which is agitating nearly every repairer just now whether he does the work by hand or possesses a complete repair outfit.

No General Price List Possible

The SHOE AND LEATHER JOURNAL asked one man but he declined to answer the question for the trade. His reply

was characteristic. "I know what my stock costs me, I know what my wages cost me. The question remains, do I have enough left afterwards to make a fair living profit, and meet my outlay for rent, heat, light, insurance, taxes, and interest on investment. If a repair man is convinced that he has then there is no need of him elevating his prices. To my mind this is a question which will have to be settled on individual circumstances and not on one broad general principle. The expenses of doing business, wages, rent, taxes, etc., differ in various communities and therefore one uniform or standard price for repairs is an impossibility.

A repair man in a town of three or four thousand people does not have to face as heavy expenses as one running a business on a leading thoroughfare in a hustling city."

Another dealer remarked, "When you ask this question you make it too general. Do you refer to repairs conducted in connection with a regular retail business, or where the man has to depend on his revenue alone from repairs. You know there are only about forty per cent. of the shoe retailers in Canada who conduct repair shops on the premises, the others send out the work and have it done, or they do not bother with repairs at all, referring all callers to the repair man direct. Now in the case of the retailer who conducts his own repair branch he generally runs it to my mind as a sort of accommodation to his regular patrons or as a trade puller. He does not have to make this department pay for itself. He makes his profit on the goods that he sells and is quite content if the repair branch is self sustaining. With the exclusive repair man the situation is different. He has to make his living and profits out of jobs alone. He has no other avenues to fall back upon."

Prices To-day and Three Years Ago

A Hamilton repair man declared by all means that the public would have to pay more for work. A repairer who goes on doing work for the same old figure is really losing money and gets no thanks from the public. "I believe that a man in this world largely gets the value which he sets upon his own work. He is the arbiter in such matters.

"I have here before me two price lists of hemlock cut soles. The one is dated November 5th, 1909, and the other October 15th, 1912—just three years apart. Men's fine and solid tap soles, heavy, six inches height per dozen pairs, are quoted three years ago at \$4.10 per dozen pair, to-day, the same grade of stock is quoted at \$4.95, which is an advance per dozen of 85 cents. The line that I mostly use is XX heavy medium, 5½ inches height per dozen pair, and the figure three years ago was \$3.50. To-day it is \$4.40 per dozen, an advance of 90 cents per dozen pairs, o

Nearly Fifty Years in the Retail Shoe Business

Philip Cook, Sr., who is the Progenitor of a Family Prominently Identified with the Trade Speaks of His Early Associations—Elements which have Contributed to Success and Expansion of Historic Shoe House

Another veteran in the retail shoe business is Philip Cook, Senior, of London, Ontario, who began business in the Forest City in February, 1864. Born in Ireland, the son of



PHILIP COOK

Owen Cook, a shoemaker, he came to America when a boy and lived with his parents for a while in New York City. They then removed to Malahide Township in Western Ontario. Subsequently they took up their abode on a farm near London, and Philip, who had considerable acquaintance with the art of St. Crispin in his father's shop, secured his first job in the factory of John McPherson Co. (now in

Hamilton), which was then located in London. In 1864, he bought out the small business of Mr. Crabb, then located on Dundas street, where he started a custom workshop. In the evolution of the trade from custom made to factory produced shoes Mr. Cook foresaw a big future in the shoe arena and added certain lines which he increased from time to time. By strict attention to business, keeping a well assorted stock and seeking to oblige and please the public his trade grew until he had to move into bigger quarters.

The March of Progress

In the past 49 years of the Cook shoe business, no less than five removals have been made—each time to larger and more commodious premises. In 1899 the present spacious quarters, located at 167 Dundas street and 398 Richmond street were secured. Mr. Cook had three sons, who were all actively interested in the shoe line and served their apprenticeships in his store. In 1886 the style of the firm was changed to J. P. Cook, and some eight years later, the organization was incorporated under the name of the J. P. Cook Co., Ltd. Mr. J. P. Cook, who subsequently started the flourishing factory of the Cook-Fitzgerald Co., died in August of last year and Mr. Ed. Cook, about the same time removed to Toronto, where he opened the Owl Shoe Store at 123 Yonge street. To-day the business of the J. P. Cook Co., Limited, is ably managed by another son, Mr. Philip Cook. Although Philip Cook, Senior, nominally retired from the retail line in 1886, he has never lost interest in the business.



INTERIOR OF THE COOK SHOE STORE, LONDON, ONT.

He is an uncle of Messrs. Philip, Stephen and Joseph Pocock of the London Shoe Co. He taught them all the rudiments of the art of shoemaking and is in no small measure responsible for their success. Mr. Cook is the father of ten children, six of whom are living. One daughter is the wife of Registrar Dignan, of London, another is married to C. J. Fitzgerald of the Cook-Fitzgerald Co., while a third is wedded to Wm. McPhillips, of London. Their mother died about five years ago.

The Passing Changes of Time

Mr. Cook, Senior, is in his 81st year and is as active and healthy as many men of half his age. He can tell many interesting stories of the expansion of the shoe business and loves to talk of old times and the class of boots that was handled. There have been radical changes in styles, leathers and merchandizing methods since the early sixties. Mr. Cook has considerable real estate in the Forest City which engages a great deal of his time. He has always been fond of a good horse and takes a great interest in driving. One of his maxims in life has been to not let matters weigh on one's mind too heavily. "Be serious," he says, "but at the same time extract a good deal of humor from everyday situations." Mr. Cook has never known a day's illness. He attributes his success in the boot business to his practical acquaintance with the trade, knowing the value of shoes and giving close study to the buying problem. He says that he always carried a well assorted stock, and accorded the public good treatment and a full return for their investments. The firm has always done considerable advertising and to-day has on its pay roll a staff of 16 people. Owen Cook, father of Philip Cook, senior, passed away a few years ago at the advanced age of 90 years, so that the son, judging by the longevity of his father, has several more years of happy old age in store for him. In 1897 the Cook store inaugurated the entire cash system of business and has found that it has worked out in a satisfactory manner.

The System of the Store

The single shelf system prevails throughout the interior and the cartons are all of uniform size. They are in white and are both convenient and unique. In selling or displaying goods no cartons are removed from the shelf, so that they are always in their proper place, and no matter how great the rush, the interior of the store never presents a disarranged appearance. About two-thirds of the way back from the front of the box is a hinge—the lid is raised and a shoe removed for showing the customer. The carton is never pulled further forward on the shelf than indicated by the hinge and the opening is sufficiently large to remove any shoe quietly and quickly. In front of each carton is a small ticket fastened by a wire clip. On the slip are stamped the stock number, the style, size, price, etc. These cards are of different colors so that the salesman can at a glance see what kind of a boot each carton contains. Green indicates bluchers or bals; pink, button; mauve, oxford, etc. When a sale is completed the label is removed and the clerk who has closed the transaction with the patron makes use of a sales check machine on which he writes the stock number, the size and the amount of the sale. This machine gives triplicate copies—one for the customer, one for the office, and one remains in the machine. The carton ticket, the sales sheets, the shoes and the cash are then placed in the basket, and a traveling carrier conveys them to the office which has a thoroughly up-to-date cash register system.

Keeping Record of Sales

Here the shoes are examined and wrapped up and the sale recorded. The detachable ticket, along with the sales slip is filed and at the end of the day they are both checked,

thus ensuring accuracy. The ticket is in the hands of the cashier as a voucher for the sales slip. The next morning the coupons are taken by the stock keeper who selects from the reserve stock whatever sizes, widths and styles are required. The cartons are quickly refilled, and the range on the shelves kept complete. From the coupons a record of each day's sales is also kept on convenient stock sheets. All liability of error is avoided and the system is simple. The effect of the uniform cartons with the hinged lid is pleasing. When the carton begins to show signs of wear it is replaced by a new one, the cost running about eight cents each.

The numerous friends of Mr. Philip Cook, founder of the historic shoe house, trust that he may live to celebrate both his golden and his diamond jubilee in the footwear business.

Electrical Shoe Repairing Apparatus

When the great shoe factories of this country demonstrated that they could make boots and shoes better and cheaper than the best hand cobblers, these knights of the awl and last were relegated to the past, or they managed to eke out a meagre living by repairing worn out boots and shoes. And now, declares The Electric News Service, comes the electric cobbler, and the days of the hand cobbler and his bench appear to be numbered.

The electric cobbler, such as can be found in most large cities, consists of one long machine, which is, in reality, a number of machines connected on the same shaft. This shaft is turned by an electric motor. The electric cobbler fixes shoes while you wait. It will sew on a sole, put on a patch, fix the heels or reline a shoe in a very few minutes, as all the work is done by machinery at a high rate of speed. And it is not to be denied that the finished product is fully as good as though the best cobbler had spent a half day on the job.

If the shoe needs resoling the attendant picks up and places a piece of leather of the right size, and the machine stitches it fast to the upper. At the next machine an emery wheel cuts down the edge of the sole and trims it to the right shape. The next machine finishes and polishes the edges.

From the stitching machine to the polisher is but a step, and the work is done long before the old-fashioned shoemaker could have the shoe fitted to the last.

A Visitor of Other Days

Here is another old timer. This shoe was made away back in 1890 by the W. A. Marsh Co., of Quebec, when razor toes reigned. The stock number is 313. This shoe belonged to a traveler who was caught in a hotel fire in Nova Scotia and had a portion of his samples burned, but this escaped the flames. It is seven, D width, and a Goodyear welt. The vamp is patent calf and the top tan goat. The heel is



only three-quarters of an inch high and there is no tip, stitching across the forepart giving the effect of a toe-cap. The shoe brought as much money in those days as a similar creation would to-day. The average reader will wonder what the man who wore such an outlandish creation looked like, especially when it is taken into consideration that skin-tight trousers, which fitted closely around the leg and bottom, were the vogue in those times.

The First Man to Place His Shoe Stock in Cartons

An Oakville Retailer Tells How He Got the Inspiration—Made the Boxes Himself Thirty Years Ago
Which are in Use To-day—Takes Pride in His Tidy Store—Encourages Cash System

"Can I look around?"

"Certainly, if you do not walk off with anything in your pockets."

"All right, I will not."

The visitor was a stranger and had stepped into a shoe store in Oakville, Ontario, where many persons spend an enjoyable summer in the pretty lakeside town.

After the stranger had made an inspection of the premises, he approached the proprietor, E. H. Gullledge, and added, "I have a couple of friends outside and I would like to bring them in to look around."

"Very well, bring them in, so long as you all behave yourself," added Mr. Gullledge, with a smile. The trio inspected the store again and carefully sized it up, then the gentleman who had first entered remarked, "My visit here has no mystery. I am in the retail shoe business in Buffalo and naturally am interested in similar establishments wherever I go. I want to congratulate you on the neat, attractive and smart appearance of your store. We, of course, have much larger ones in Buffalo, but we have none that are better appointed or where the stock is better kept."

Mr. Gullledge receives many such compliments on his neat place of business. The front possesses two fine show-case windows, while in the door is an oval British bevel plate glass. There are mirrors at the back and sides of the windows and when once inside the surroundings are equally inviting. The uniform carton system is used throughout and at the rear of the interior is the office. Here are more mirrors, which give the visitor the impression that the premises are double the length of what they are. Mr. Gullledge possesses the honor of being the first man in Canada so far as he knows, to put all his shoes in cartons. This was long before manufacturers adopted this plan. He has the original cartons to this day and they are still doing service, as they were no cheap, flimsy affairs, but were substantially built.

The Dust She Blew Some

It was in the early seventies when there were no water-carts in Oakville and the main street being sandy, the fine particles on a windy day in the summer would blow all over. The merchants had a merry time trying to free their stocks from dirt. Mr. Gullledge has tried it unsuccessfully and found that it added immensely to his daily duties to keep his establishment presentable. One day a strong, steady wind almost developed into a hurricane and the sand blew in all directions. It was so fine that every time the door opened in it came in great clouds. That night the proprietor, who sought to clean up his goods which were on the open shelves, dusted shoes until he was weary in body. It was near twelve o'clock and his wife shouted to him inquiring if he was coming to bed. He replied that "He guessed he would not be able to touch the pillow that night if he wiped the dust off his entire stock."

Then he exclaimed, "I have a bright idea, I believe that I can make small boxes and put all these shoes in them. I have had a hunch along this line for some time." His wife told him that he had better give up his night dreams and come to rest. He did so for the time being, but next morning he was up with the lark and working on his new idea or inspiration. He took down a pair of men's staples from the shelves, No. 10, and laid them side by side as shoes are now deposited in a carton. He measured the length, depth and width and concluded that he would get cartons or boxes

large enough to hold every pair in his shop, outside of long-legged boots.

The First Shoe Cartons

Becoming enthusiastic over the plan, Mr. Gullledge sent to a box manufacturer to find out the cost for the ends, bottoms and sides of 1,200 boxes. He stated that he desired to put the parts together himself. He secured an estimate. Then he took the wooden parts to a paper box manufacturer



E. H. GULLEDGE, OAKVILLE, ONT.

in Toronto and asked him what it would cost to furnish paper for the outside of these and to make cardboard covers. The dimensions were given and the color selected was blue. The various board and paper parts were shipped to Mr. Gullledge and he and an assistant set to work to make the cartons. They were completed in due time and, while naturally a little heavier and bulkier than the regular pasteboard cartons of the present day, they were built to stand the wear and strain. About thirteen years ago Mr. Gullledge was burned out and many of the boxes were spoiled with smoke and water. It was then found necessary to re-paper them and a dark red was used.

In the lower left hand corner is a framework of cardboard in which is set a ticket affording a ready reference to the stock number, size, style and other data relating to the contents. With its uniform red cartons and adjustable display racks the store is as attractive as any of the most modern city shoe establishments. When it is considered that Mr. Gullledge has had the uniform cartons for over thirty years some idea of his foresight, progressiveness and go-ahead spirit may be recognized. He believes in trim and tidy surroundings and naturally refers with pride to the fact that he was, so far as he has ever been able to learn, the first shoeman in Canada to enclose not only his shoes in cartons, but cartons of universal size and uniform color—a step which thousands of retailers have not yet taken.

Began Business in 1835

His father, Henry Gullledge, was a harness maker who began business in Oakville in 1835 and passed away in 1899

at the ripe age of 87 years. The son learned the harness business and worked for a number of years in leading centres across the border. He still continues this line in a shop separate from his shoe store. He never resorts to clearing sales, but if he finds that certain styles (indicated by a circle on the label) are moving slowly he makes a substantial reduction, telling the customer why he is doing so. He believes in being plain, open and above board in all dealings. For some years he has encouraged the cash business by giving to each customer an aluminum check or coin, one side of which reads, "Good for five cents on one dollar cash purchase of boots and shoes at Gullede's, Oakville." These checks are about the same circumference as a quarter and

on a five dollar pair of shoes the buyer would secure five of them. Presented any time at the store each check counts as five cents in cash and is duly honored. Thus the ready money patron gets what is really a five per cent. discount. A large number keep these checks and buy boots for the children with them.

"The aluminium checks we have used for about ten years and we consider them the best proposition we ever had as a discount for cash. We cannot tell what proportion of cash business they induce," declared Mr. Gullede.

"The size of my cartons is 13 inches long, 6½ inches wide and 5 inches deep, outside measure. The wood is three-eighths of an inch thick and the ends are ½ inch thick."

SOMETHING ARTISTIC IN A SHOE STORE WINDOW



In the ladies' window, an illustration of which is presented, the decorator, A. A. Daoust, has covered the background with a pretty shade of fawn felt. The foliage and artificial grapes were lighted with small electric lights, giving them a very bright appearance. The card was made of wood veneer cardboard, and, although simple, was original. The bottom was covered with felt of the same shade, with a few grape leaves scattered around.

A window for men had a flooring of fawn felt. The background was done in a new process, imitating a rough buff color stone. A strong electric light was used in a large bulb. The foliage at the top consisted of sprays of golden rod, and at the bottom large sprays of roses in blue with a gold finish. Smilax was also used among the decorations. The card was also of wood veneer cardboard.

The window is that of George G. Gales & Co., Montreal.

Watch Closely the Lines That Stick to the Shelf

They Are the "Barnacles" So To Speak on a Retailer's Stock and Must Be Cleared Out—How Live Dealer Can Turn Over His Goods More Frequently—More About the Cost of Doing Business

The cost of doing business is apparently mounting higher and higher and although the majority of shoe merchants in Canada are obtaining larger profits than they did a few years ago, and are doing a larger volume of trade, yet the consensus of opinion is that these do not counterbalance the added ratio of expenditure.

How can the expense of carrying on business be lessened; how can profits be increased to meet the extra outlay for rent, wages, taxes, advertising, window displays, store fixtures. Further expressions of opinion are given in this issue from representative shoe dealers in various parts of Canada. These views will be read with interest and a number of pointers can be gleaned.

See Stock Works Out Even

"No, our stock is not turned over as frequently as we think that it should be, owing to the fact that we have to keep such an immense variety as compared with former years, and from season to season. The multiplicity of styles demanded by the public, shoes made from fabrics and suedes of various kinds and colors, beget conditions such that very heavy stocks are necessary. Thus it is imperative for us to carry more insurance, engage more help and invest more capital," declare F. L. Hamilton & Son, of Galt, Ontario. "The methods that we have found most effective in accomplishing a frequent turnover, are care in sizing when purchasing, and seeing that the stock may work out even, and conducting special clearing sales with an actual (not a supposed) reduction when lines become obsolete. Rents have gone up from twenty-five to thirty-five per cent., and the wages of salesmen also. Advertising rates in newspapers are higher, store fixtures and displays have to be renewed, and kept up-to-date, and original. Some complain of the higher cost of footwear, but seem to prefer, after registering a protest, to pay the advance rather than take an inferior shoe. The average price paid here is: For men's fine shoes, tans and patents, \$4.50 to \$5.00; for men's fine shoes, black kid or calf, \$4.00 to \$4.50; for ladies' fine shoes, tan and patent, about \$4.50; for ladies' fine shoes, black kid or calf, \$3.50. It is only possible in our opinion to continue successfully in the shoe business to-day, owing to the larger stocks and constant changes in lasts and leathers (which soon become obsolete if you do not look out), by adding to the cost a larger margin of profit than in former years and trying to sell the public a good shoe rather than an inferior article at old prices."

Customers Are More Particular

C. E. McKeen Shoe Stores Co., of Vancouver, state that the margin of profit to-day should be higher than five years ago owing to the increase in salaries and rent. In Vancouver rents have gone up fully 150% in some cases during the last few years, while the increase in wages of salesmen has been about 25%. More money has to be expended in advertising and window displays, but on the other hand the people are willing to pay more for their shoes. The wearers of the better grades appear to be pretty well posted and seem satisfied that prices have not advanced more than changed conditions render necessary. The average prices paid for a man's shoe is \$5.00, and for a woman's is \$4.00. The firm find that their turnover is very satisfactory, and add "the cost of doing a retail business to-day is increased over that of a few years ago, first by largely increased rents, second by augmented salaries and third, by the fact that customers are more particular in being suited and fitted, thereby absorbing a larger percentage of clerical

service. Additional advertising is also rendered necessary in one form and another."

Cost Is About One-Third More

"It costs about a third more to do business now than it did ten years ago, and it is almost impossible to dispose of shoes that are a little out of date. We should mark our new goods at 50% profit on the cost price, but keen competition and advertised lines will not enable us to do so." The only effective way to accomplish a more frequent turnover, according to a retailer in St. Thomas, Ontario, is to handle less lines, and to do more assorting of sizes. "The trouble is, people expect the stores to carry a large variety of the latest fads in footwear, and it is no wonder that our stock is not turned over as frequently as it should be. People as a rule, are willing to pay more for a good shoe, but there is "kicking" in some cases. Wages in St. Thomas for salesmen have gone ahead about 25%, while rents have increased by a similar amount. More money has to be expended in advertising, store fixtures and window displays and it is impossible to do business to-day on the same margin of profit as it was four or five years ago. The volume of trade has not increased in proportion to the advance in rent, wages, etc."

Advertising and Special Sales

S. F. Robinson, of Gananoque, finds that the best and most effective method in accomplishing frequent turnover of stock is by advertising and cheap sales. They are compelled to carry such a varied stock for all seasons that they are unable to turn it over as often as they would like to. The average price paid for a man's shoe is \$4.00, and for a woman's shoe \$3.50. Quite a number of complaints are heard from customers regarding the present prices asked for the better grades of shoes, and several people are not willing to pay any more to be shod to-day than three or four years ago. Store rents have gone up about 20% during the past few years, and the wages of salesmen about 33 1-3%. The only apparent way in which the cost of doing business may be lessened is to employ fewer clerks.

As Viewed in the West

LePage Bros., Medicine Hat, Alta., say that the largest items in their cost of doing business are rent and wages, and the most effective way to accomplish a more frequent turnover of stock is to reduce certain lines. They find that their stock is turned over as frequently as they think it should be. The majority of people are quite willing to pay more for their shoes than they were two or three years ago, and there are only a few complaints. About \$4.00 is the average price paid for a man's shoe.

This firm say that business cannot be done in their town at the same margin of profit as in the past, and they do not think that the volume of turnover has increased in proportion to the advance in rent, wages and so on. Wages have gone up about 10% and store rents about 20% during the past few years.

Do More Discriminating Buying

More intelligent buying guided by data from previous season's sales, eliminating the waste in handling and clearing stock and conveniences in facilitating business and saving time and labor, are the suggestions offered by a Halifax retailer whereby the expense of doing business could be lessened. This man says that rents in his city have gone up by about 60% and wages by about 20%. Much more money

has to be expended in other lines as well. "You ask me if my stock is turned over as frequently as I think it should be, and I answer, no. In the first place, to tell you the reason, I cannot get suitable stock without ordering months ahead, and I have to carry two or more similar lines where practically as many goods could be sold in one line. People are willing to pay more for the better grade of shoes. I have found that the best way to accomplish a frequent turnover of stock is to make every line as accurate as possible and to use every means to sell a line off just as soon as you have discovered it to move very slowly. The average price paid for a man's shoe here is, I would say, about \$4.00 and for a woman's \$3.50.

Has The Right View of Profits

"I have to cater to all classes of people and consequently have to carry a large mixed stock. This is the reason that I am unable to turn over my stock as frequently as I would like," writes J. T. Heath, of Orilla. "You inquire if the same margin of profit will answer to-day as it would a few years ago, and I answer, not by any means. I used to think that 25% on cost all round was a fair profit; now I find that 33 1-3 per cent. in only a fair profit. I consider that my turnover in business has increased in proportion to the advance in rent, wages, and other things, not because I am paying so much more rent or so much higher wages, but because times are better and our town is growing very rapidly. Rents have doubled within the last five years, and the average clerk is earning about 50% more. People have learned through the press of the advances in leather and rubber shoes, and naturally expect to pay more for their footwear. Very few are offering any objections. I should say that the increased cost of doing business to-day has been brought about by the higher salaries for help, the larger rents, and the high cost of living while even fuel, light and other things add materially to the outlay.

Depression Would Reduce Cost

"In our opinion, the cost of doing business cannot be reduced until there is a financial depression, which will tend to bring values back to normal," declare a well known firm in Red Deer, Alta. "Wages have gone up 50% in that town and rents have doubled since 1907. More profit has to be obtained to do business at the present time. We do not think that the volume of turnover has increased in the proportion of advances in many lines. People are willing to pay more for their shoes as they are wise to the increased cost of leather, etc. The average price paid here for a man's shoe is \$5 and \$6, and for a woman's \$3.50 to \$5. Our stock is turned over as frequently as it should be. We find that the most effective way in accomplishing this is by keeping reliable goods and competent salespeople. Regarding any suggestions as to lessening cost of doing business, we think that if we sold for cash only, and cut out all credit, we would be able to effect a big saving."

Watch Closely for Stickers

"For our stock to be turned over as frequently as we would like—well, the styles make it impossible—and also the fact that we live too far from the factory which compels us to buy so far ahead and in such large quantities. Rents, wages and taxes are the principal contributing causes to the augmented cost of doing business to-day," say the Rannard Shoe Co., who conduct two stores in Winnipeg. They find that most people are willing to pay an advance for their shoes to what they did a few years ago. Certain people, who have to work pretty hard for their money complain about the increase in the price of footwear, but as a rule there has not been a great deal of objection. Rents have doubled in Winnipeg in the last five years, and wages have gone up from 10 to 20%. For window displays, store fixtures and advertising we spend about one-third more than we did five

or ten years ago. If wages were decreased, other things would have to be decreased in proportion. Single tax on land values would compel the owners to erect more buildings and keep rents down. They are getting to be the greatest 'killer' for the merchant and the consumer. We have been able to increase our volume of business a great deal but not in proportion to advances in rent and other expenses. We figure about the same margin of profit as we did a few years ago. We have to keep up to it as far as our increased business makes it possible. The most effective means to accomplish a frequent turnover of stock is to watch closely all odds and ends and turn over slow going lines quickly."

After the Spoils of the Chase

Tom Stedman of Winnipeg, is a mighty hunter—like Nimrod of old. He was on a venatic expedition recently to Tranter and the photographer caught him in the act. On his letter heads he has a picture of the sweeping plains in which a brace of mounted cow boys are seen in the act of lassoing a rampageous steer. Under the scene are the words



"nothing like leather." Mr. Stedman is the president of Tom Stedman, Limited, shoe retailers, being the senior partner. They are doing one of the biggest shoe businesses of any footwear firm in the West. His home is on Armstrong's Point, a suburb outside Winnipeg. He is also the "man at the wheel" guiding the affairs of the Western Shoe Distributing Co., which has Bernard Stedman for its manager. This company carries the productions of some of the leading shoe manufacturers in the East, and its operations extend all over the prairie provinces.

A Progressive Shoe Factory

The factory of the Louis Gauthier Co., Quebec, has 100 feet frontage and is 225 feet in length. The building is five storeys high. The firm have a fine cement cellar and also attractive sample rooms. The capacity of the plant is 1,800 pairs a day, and the greater part of the output is Good-year welts in men's and women's. About 200 persons are employed in the factory which is progressively managed and its product known and sold from one end of the country to the other. Several illustrations of the various departments of this busy industry appear on page 38 in this issue.

Put Up the Sign "No Goods Sent On Approval"

It Requires a Little Courage to Do It, But It Means Money in the Retailer's Pocket—The Only Way To Eliminate the Senseless and Annoying Habit of Approbation—What Causes the Evil?

Sending shoes out on approval is, always has been, and always will be, while the habit continues, very unsatisfactory not only for the retailer, but for the patron too, who will not, or cannot understand that the best service can be given inside the store, with its many advantages in the patron's favor, in the way of a larger assortment, and modern conveniences, all of which are for the public's benefit.

Before discussing this subject, it would be as well to note the following question. Why do retailers, knowing the many inconveniences and often loss arising from the approval system, tolerate it?

The SHOE AND LEATHER JOURNAL would suggest a few reasons why, this habit exists.

First. Over-anxiety to give the customer good service.

Second. Thoughts of increased business.

Third. Competition, thoughts of the man over the way and what he would, or might do, in such a case.

A Cold Blooded Practice

In talking over the subject, and the difficulties that arise in attempting to discourage it, one shoeman says. "It is the custom with a certain class of the public, and more so those with money, to visit several stores, buy and pay cash for a pair of shoes on 'the money back if not satisfied system,' and have them sent home. The patron then compares the shoes from the different establishments, selects one pair and returns the others without the least compunction regarding the inconvenience or loss sustained by the retailer.

Another footwear merchant states that repeatedly he has to send three or four lots of shoes before a patron can be fitted.

Still another states that after sending out several pairs a patron will invariably return to the store to be fitted.

Others complain of broken cartons being returned, sometimes without any, shoes being badly soiled and out of shape, and lost sales, through the stock being out of the store. Sometimes it is a lost customer, because shoes cannot be sent out at the precise time set down by an imperious caller.

Peculiar People Who Would Pay

These are just a few of the inconveniences that follow in the train of the approval system. Some will say customers should pay for damaged shoes, and so they should, if the dealer can get it. At times it is a hard task even to get the goods returned when they may be wanted by another party, who is perhaps waiting in the store. Sometimes it pays to humor even a troublesome patron, who would pay for damage done and immediately take his or her patronage elsewhere. This is undoubtedly one of the hardest nuts that shoemen have to crack. Knowing the difficulties to be encountered in fighting against an unreasonable and unthinking public, it is suggested that very decisive and definite action is necessary.

Remember that "Prevention is better than Cure."

How can the approval system be avoided? The one and only way that suggests itself is to take the bull by the horns. Forget whether or not your competitor will reap any benefit, and act firmly. Customers, who require a lot of fussy attention at such a loss to the retailer, are not always worth running after. It is for every dealer to put up a prominent sign: "No goods sent out on approval." Back this up by providing up-to-date and comfortable shoe fitting parlors.

To put up a placard as suggested requires "courage" and "Backbone." Visions of the other fellow getting the

business would probably loom up in one's mind and touch the soft spot. A little enthusiasm will soon cure this.

Put in a Conspicuous Notice

A very familiar sign is to be seen in many stores to-day. There used to be a lot of complaining and irreparable loss in granting credit, but the time came when hundreds of storekeepers all over Canada were forced to take decisive and courageous action. They forgot the other fellow and the sign reads: "No Credit Given."

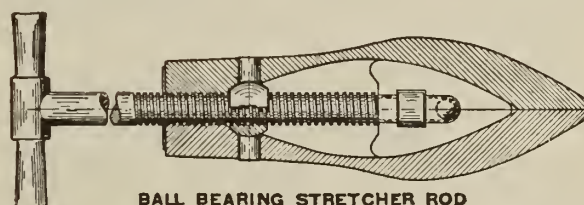
Do likewise in the matter of approbation. Be courageous. It is a necessity for your own welfare. Put the sign up to-day and stand firmly by it.

"No Shoes Sent Out On Approval."

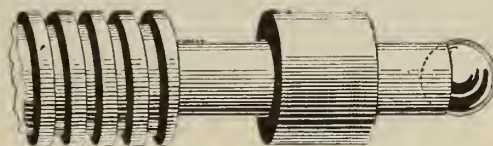
The SHOE AND LEATHER JOURNAL knows several leading retailers who have already taken such a course, and they no longer have cause to complain of loss, inconvenience or annoyance through the approbation evil.

An Improved Shoe Stretcher

A new idea in shoedom is an improved stretcher for boots and shoes. It has been on the market only a short time, but is meeting with a ready sale. In place of the regular iron rod a roll hardened steel rod is used, having a groove at the tip, in which a steel ball bearing works. This prevents the utensil from "grinding in" and lengthens the



BALL BEARING STRETCHER ROD



life of it. Besides, it makes it easier and quicker to operate. There is also a spring, which automatically brings the sides together, when the stretcher is withdrawn from the boot. This new stretcher is guaranteed for five years and will undoubtedly prove popular with retailers. The accompanying illustrations afford an idea of how it works, and are shown by courtesy of L. H. Packard & Co., of Montreal.

The "Ingredients" of a Shoe

By the new law recently enacted for the state, shoe manufacturers in Louisiana will be required to set forth "clearly, legibly and in the English language" just what "ingredients" they used in the making. Governor L. E. Hall has signed the measure, which will go into effect on July 1, 1913. The new law demands that any manufacturer who uses "leather board, strawboard, leatheroid, fibre board, horn fibre, pate or other substitute," in concealed parts must mark such shoes plainly or be convicted of a misdemeanor. The act does not forbid the use of steel in the shank of the boot or shoe, nor does it apply to rubber goods.

Some of the Departments in the Louis Gauthier Co.'s Factory, Quebec



IN THE PRIVATE OFFICE—MANAGER FEX AT THE DESK, J. E. PLAMONDON IN THE CORNER AND J. A. LANGLOIS ON THE RIGHT.



THE FACTORY SAMPLE ROOM—SEATED AT THE TABLE IS G. C. WILSON, AND STANDING IS J. H. BILODEAUX



THE BOTTOMING ROOM OF THE GAUTHIER FACTORY



THE STOCK ROOM OF THE GAUTHIER FACTORY



GEO. FEX, THE MANAGER, IN HIS PRIVATE OFFICE



THE GENERAL OFFICE OF THE COMPANY—SEATED AT THE DESK IS C. E. GUIMOND AND STANDING IS J. A. TANDY



Shoes Are Not Bought and Sold Just Like Turnips

Cautious Retailer Demands That All His Goods Come Up To Sample in Every Detail—How One Firm Tried to Put Over a Lottery Proposition and Got Back a Roland for Their Oliver

"You can bet your bottom dollar when I buy my first line of shoes, either in men's, women's or children's, from the manufacturer who specializes in these ranges, they have got to be right up to the mark," declared F. J. Norton, as he returned from dinner the other afternoon and was met by Jack Mathewson, who travels for the Haskell Shoe Mfg. Co., who had been featuring men's footwear. "I tell you," declared Norton, "these goods of yours have not been up to the mark. The stitching is faulty, the lasting is poor and the edge trimming ragged, while the stock in the last case I received was away off color. Evidently your cutting room and making department require some jolting up."

Mathewson sought to explain that if there was any defect they would gladly make it good.

"Of course you know," he said, "our shoes are not cast in a mold, and cannot be uniformly perfect, but I am certain that our people do the very best they can. We want you to feel that we are protecting your interest in every possible way. You know the Haskell Company always wish to do business with pleasure and profit and if they cannot do this, why, we would sooner lose the account."

Inspection Is At Fault

"That's all right," replied Norton, "but too many shoes of this kind have been coming from your factory of late. Your system of inspection is evidently at fault. Now, I have advertised your line liberally and have made it my leading brand, the same as I have the shoes of the Myron Company in ladies', and the Wettron Company in children's. I never have any trouble with these concerns, and in my five years' dealings with them I have never had to return a pair. With your organization it is different. Now, when I protect your goods, I want you to protect me. A man comes into my store, asks for a dependable shoe, and I immediately bring out the 'Haskell' brand. I tell him I can recommend this as reliable and durable, that I know it contains good stock, honest material and the best workmanship. Now, my reputation is at the back of these goods, the same as your firm, and I do not want to have to apologize for any boots that I sell. I may be a crank, but I am not crooked, and if I continue to handle your line, your goods have got to be strictly up to the mark. I sent back a pair the other day which were returned to me because they squeaked; in another pair, there was a rip in the inseam; in another pair of tan bals., the stock was dark in one vamp and light in the other, and, besides that, it was spotted. Then two other instances arose last year, whereby, in stitching the outsole on to the welt, cheap thread had evidently been used, and the stitch was not properly locked. The result was, the sole soon became loose. I gave each of my customers another pair, and, in three weeks, these also ripped from the same cause."

The Stock Was Mottled

"Now, there is no need of such short-sighted work on the part of the Haskell factory. In your cutting room why should the stock of the shoe be a kidney cut, which is the best part of the hide, and the stock in the vamp of its mate be taken from the neck or flank? I tell you that you cannot excuse this oversight. I know that you manufacturers have a great deal to put up with in the matter of 'returns,' but, at the same time, I think that we retailers are imposed upon to a certain extent, much more so than many think we are. The fault of cancellation and rejects is not all on one side."

"Well," lamely responded Mathewson, "I will tell the firm what you have said and possibly it will yank them up a bit. We may have been getting a little careless, but I assure you that if you sell as many of our goods during the coming winter as you did last season, we will see that you get first quality in everything through and through. Thanks for your pointers."

"You may think I am cantankerous, but my trade is pretty particular and so am I," went on Norton. "I want to tell you that I know when a shoe is properly made. What can get by an ordinary dealer will never pass muster here. So I have given you fair warning. And now that I have gotten rid of my grouch," continued the speaker, "I am going to tell you of the experiences of a friend of mine in Manitoba, who handles exclusively the Hesson shoe for women."

Tan Calf Bals Were Rank

"P. J. Crosskin was the salesmanager of the concern. A year ago last summer Crosskin shipped about \$4,000 worth of the Hesson shoe to my friend, whom we will call Bertall. Of course, you know, it would not do to give you the exact names of the parties concerned, or you would go back to your house and use what I am about to relate as a justification for some of the careless methods which you have been a victim of late. When the goods arrived there was a case of tan calf bals and one of gunmetal bals., with the new receding toe, horseshoe heels and blind eyelets. Of the tan calf bals, there were 25 in the lot all too slovenly made and such poor stock used that Crosskin admitted that Bertall was justified in sending them back. In the case of the gunmetal, however, Crosskin wrote that he did not see any particular reason why the five pairs which were returned should have been sent in. There might be one or two of them at fault; nevertheless he was having others made to replace them."

"He informed Bertall that he was getting too particular and was expecting altogether too much. While they used every precaution and exercised every care in the factory, still the returns from Bertall were too frequent and he was becoming known down in the packing and shipping room as a crank and a fault-finder."

Nothing Just Wrong, But—

"Bertall rejoined that his customers relied on him for good wear and quality, and he intended to get as well as give it in every instance. The Hesson concern said that they would make up a new case of the tan shoes and would return the five or six gunmetals which were not up to the mark. They did so two months later, but Bertall did not gain anything by sending back these goods. He was out of them for two months, and by the time he got the new ones in the season for selling had passed, and he had to dispose of them at a substantial reduction. The only point he tallied was to make the house of Hesson toe the mark more strictly."

"Things went on very well for another few months and then, out of a shipment of \$5,000 worth, some 25 pairs were found that were not up to the sample. Bertall sent them back, thus arousing the ire of the firm."

"They responded in a letter somewhat to this effect: 'We have been having considerable trouble with you of late, and while we exercise every known system of checking and inspection that factory methods can devise, you send us back 25 shoes of various kinds, and ask for a credit note for them even after you have marked the cartons and placed them on your shelves. Now, while we appreciate your business, we feel that we cannot allow you to return goods to us in future except in unbroken packages. You cannot go here and there picking out flaws. If you return one pair you must return all in the case. It stands to reason that no firm can give an evenness, a uniformity and a standard finish to every single pair in the 2,000 that we turn out every day. Now and then there will be shoes a little off color. Now and then there will be one imperfectly lasted. Now and then some stitches may be skipped. Now and then there may be a little variation in the stock, but, taking it all in all, we do not think there is

a factory in Canada which turns out anything like the same, regular, even, smooth, smart and shapely women's shoes that we do. You will therefore see that on the average you seore much higher than if you bought from another lesser known concern, and, besides, our registered name is stamped on each shoe and widely advertised in the trade and daily press.'

Shoes Not Bought Like Potatoes

"Bertall replied rather warmly that he was neither a pessimist nor a grouch, but he did demand a fair deal. 'I do not,' he declared, 'object to any shoe where the defect is not such as to interfere in its wear or looks. When there are faults which do interfere with the wear or fit of a shoe then I kiek and kick hard. Your argument that I must return all goods in unbroken packages, that I must take the run of the factory, so to speak, is too trivial to give any serious thought. I may say that shoes are bought from sample. When I place an order I expect each pair to be fully up to sample in appearance, quality and finish. If they are not, that is your fault and not mine. The retailer does not buy shoes in bulk the same as he does a bushel of apples, a peek of turnips, or a basket of peaches, where he takes the good with the bad and the small with the large. In other words, he runs ehances on these things. Shoes are an entirely different commodity and must be made up to sample. This is the only guide a retailer has. If you do not intend to make your product as good as your samples you are taking orders under false pretenees, and I, for one, will not stand for it.

Take Chances Just Like a Wager

"Another phase of the case is that suppose a customer gets a pair which wear her a long time. The next time she comes in—by my taking the "run of the factory," as you call it—should she happen to earry away a pair which lasted only about one-third of the time that the former pair did, by either giving out at the heel or toe, or breaking at the vamp, she will come baek and demand satisfaetion. Then suppose I try your argument and plausibly say: "Oh, well, you know, you have to take your chanee on the purchase of shoes. Kindly remember, lady, that you got an exeep-tionally good pair last time, and you cannot always expect to fare so lucky. You happened on something not quite so good this time, so charge it up to profit and loss, or the ups and downs of life. It's a kind of gamble or lottery."

"How long would such a customer do business with me? She would hold me solely responsible, and no sophistry such as you are trying to work out would convinee her that she must expect the good one time and take the bad another time.

Can't Slip It Over On Me

"Now, selling shoes with me is not a gaming proposition. I have to make good every pair when satisfaetion is not given, and I expect you to do the same. Remember, I am selling shoes of a certain style, make and standard of workmanship. I am not in the grocery business, where you hand out pineapples, oranges, lemons or bananas, now and then slipping in a small, scurvy or dried-up one, along with a few, big, plump fellows. And, mind you, I am not going to slip over an ill-fitting, earelessly-stitched or vilely-finished pair of shoes on any customer of mine and tell her: "Oh, it is all right. The next time you come in you will possibly get something better."

The Coon Came Down

"Needless to say, nothing further was heard from P. J. Crosskin, the salesmanager of the Hesson Co., about the attitude that they had taken whereby a retailer must send goods back in unbroken packages. He ealmly subsidized and sent along a eredit note for the 25 pairs, stating, on second thought, that they had possibly been a little harsh and acrimonious in their first letter, but henceforth he hoped that relations would be as pleasant as formerly. Thus 'All's well that ends well,' and remember, Mr. Mathewson, I have strung off this narrative 'to point a moral and adorn a tale.' See? Now, good-day. Here comes old Joe Huffman for a pair of rubbers. He's afraid of wet feet and rhenmatism."

Some Things a Clerk Should Know

By GUS V. WELLS

That he is never too old to learn.

That his employer's success is his success.

That his advancement depends entirely upon his own individual efforts.

That success is never attained without hard work.

That he will never get something for nothing.

That he should never be ashamed to do for his employer what he would have another do for him.

That he is not paid merely for his presenee, but for his work—and is judged accordingly.

That it is his efforts and not his influence which brings promotion.

That the bottom of the ladder is the best place to start.

That when he starts at the bottom and works up he knows more than the man who starts in the middle—and usually falls down.

That persistency, eonsistency and integrity are the three virtues of success.

That our best retail merchants were once clerks like himself.

If you give your best to your employer, the best possible comes back to you in skill, training, shrewdness, acumen and power.

If you work with this spirit, you will form life habits of accuracy; of close observation; a habit of reading human nature; a habit of adjusting means to ends; a habit of thoroughness of system; a habit of putting your best into everything you do, which means the ultimate attainment of your maximum efficiency.

Resolve that you will call upon all of your resourcefulness, your ingenuity, to devise new and better ways of doing things; that you will be progressive, up-to-date; that you will enter into your work with a spirit of enthusiasm and a zest which knows no bounds, and you will be surprised to see how quickly you will attract the attention of those above you.

There is nothing that will hurt your business more than to let the stickers remain too long and accumulate too fast. Like the barnacles on a vessel's bottom, they will impede the progress of your trade. Put red mate marks on them.

Know the stock from the front door to the back, so as to be able instantly to put your hand on the article wanted. No customer wants to trade with a clerk who does not know the stock.

The clerk who accomplishes most is the one who makes the least fuss.

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

The most clever man is the one who surrounds himself with people more clever than himself.

Do not address a customer as "lady." Say "madam," unless you know her name.

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

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

Regard every hint and every suggestion which you can pick up, every bit of knowledge you can absorb, as part of your future capital.

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

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

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

A Shoe Window That Was Awarded First Prize



This display of footwear, made by the Wulff Shoe Co., of Colorado Springs, Colorado, was awarded first prize in class "B" in the carnival window contest, recently held in that city. Among the shoe retailers there was keen competition in the window decoration line. The event was conducted under the auspices of the Retail Merchants' Division of the Colorado Springs Chamber of Commerce, in connection with the carnival recently held in the Pike's

Peak Division. The prize for the best decorated window was given to the Wulff Company upon the merits of their presentation of merchandise. The carnival colors, yellow and white, were effectively used in carrying out the ornamentation. This idea was evident not only in the draping and festooning, but also in the arrangement of the shoes themselves, which showed careful, discriminating classification.

Canadian Refers to Scarcity of Leather Abroad

Record Prices Obtained At the Leeds Leather Fair—Considerable Quantity of Sole Stock Sent From Canada to England—Splits and Patents Also Obtained From Dominion—English Supplies Limited

J. M. Mussen, Canadian Trade Commissioner, who is located at Leeds, England, sends the following interesting report to the Department of Trade and Commerce, Ottawa, on the record prices of leather and the scarcity of supplies:

Canadian manufacturers of leather will be interested in the present conditions of the trade on this side as revealed in a report of the quarterly Leeds Leather Fair held three days ago (October 16). The fair was attended by the usual number of tanners, curriers and leather factors and the report of the proceedings is as follows:—

"Following the steady increase in the cost of raw hides and skins there was an excited feeling, and in several selections finished leathers realized prices never known before. For some years past the purposes for which leather is used have multiplied, and the extraordinary prices now being paid for beast hides, calf skins, and East India kips are to be traced to that fact.

"The world's supply of leather is being overtaken by the demand for boot manufacturing, belting, motor car, harness and bag trades, and unless the unforeseen happens, it is the opinion of leather producers that the excessive rates now ruling will increase.

"There has rarely, if ever, been a Leeds fair when the stocks were so limited and the average increase in selling values compared with the last quarterly fair held in July is about 7½ per cent.

Kinds of Leather in Demand

"Business opened quietly, as tanners were not anxious to dispose of their limited supplies except at top values. Buyers, on the other hand, were in search of stock, but for a while they sought exchanges at a fractional decline from the highest. This referred particularly to sole leather, in which some very large parcels have changed hands during recent weeks.

"Bends averaging fourteen pounds and upwards were in small compass, and as holders cannot replace stocks at today's quotations, they refused the slightest concession. On these terms some fairly large stocks were cleared.

"Pinned shoulders and bellies were eagerly wanted, an it was reported that the cost was 1¼d. per pound higher than three months ago. Importers of the best grades of American hemlock sides demanded 1 cent per pound increase upon the price ruling a week ago, and business followed.

Increased Prices for Rough Leather

"In the rough leather department the conditions were equally firm and tanners of split hides for motor car work raised prices three shillings per hide in view of the fair. This did not retard trade and some large clearances were effected.

"Rough hides for legging, portmanteau, harness, and bag work were offered in limited quantities and those with stock ready for delivery found customers at full quotations.

"There was a healthy demand for belting leathers and the recently formed association of tanners have brought about advances equivalent to about 10 per cent.

"The day's business in East India kips was rather below the average as dressers at present hold fairly large stocks. Hide fleshes for export purposes were inquired for and all available supplies were cleared.

"Finished upper leathers, particularly chrome sides, are well sold forward and are commanding record prices.

"English and American waxed fleshes are going freely into consumption and values are hardening."

In reference to the trade done in Canadian leather, it

may be stated that a considerable quantity of sole leather is shipped to England each year and sold by importers to users in the boot and shoe manufacturing centres, of which Leeds is one.

A certain trade is also done in the import of splits and patent leather from Canadian manufacturers.

New Dressing For Leather

A new dressing for leather is now being put upon the market. It is a preparation for wear-proofing and incidentally water-proofing boot soles, and it is claimed that the soles of boots treated with this dressing will give three to five times the wear.

Leather, it is explained, was once live skin and had pores. In the summer, these open and perspire; in the winter they close. So it is with leather. The warmth of the feet opens the pores, the damp enters through the pores and the coldness of the damp closes the pores, leaving the damp inside. What is known as wear, it is stated, is only water rot which is rubbed off by the friction of walking.

It is claimed for the new preparation that it makes leather proof against this water rot. The preparation enters the open pores and by the fine nature of its oils carries a solution of gums and tannins into the interior of the leather. Once inside, powerful astringent agents permanently close the pores, and these are hermetically sealed and caulked by the gums, while, at the same time, the fine oils make the leather soft, resilient and supple.



Why Some Advts. are Good — Others Poor

You May Not Agree with These Criticisms, but Healthy Disagreement Does No Harm—Advts. May Pull, but Might Pull Better if Better Laid Out—What Strong Publicity Is—Matter of Informative Copy and Contrast

The Felix Forbert Shoe Store ad. would look just as well without that "stock" cut at the top, and it would be just as seasonable. We never think too highly of these "stock" cuts. They look too cheap, and have that effect on

of a heavy working boot, while the part of the illustration showing the blucher portion of the shoe is very effective. It is an illustration that really illustrates. The firm name is attractively set up, and the border is of correct proportionate size, but not just as well set up as it should be.

THANKSGIVING

FOOTWEAR

You can be just as thankful in your old shoes as in a pair of our handsome shoes of a new fall model but you won't look it!

Two Big Special Bargains in Footwear worthy of your attention. These Specials for Saturday only.

<p>Men's New Fall Boots. Choice of any leather. Tan, calf, patent, colt, gunmetal, size 5 to 11. Special price for Saturday ... 2.44</p>	<p>Women's New Styles for Fall at remarkable values. Tan, patent, colt, gunmetal, calf. Special price for Saturday 2.85</p>
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Great Values in Trunks and Suit Cases

Felix Forbert Shoe Store

TWO-COL. WIDE ADVT. OF LINDSAY SHOE DEALER

any ad. A cut should represent something. That is, it should be a more or less faithful reproduction of the article itself, or the article in use—and this cut is neither, but merely an eye-catcher.

There is no particular virtue in the parallel lines under the word "footwear," so why use them? They do not add to the display at all; in fact they rather detract from it. The first paragraph of the copy is in a jocular vein, and is quite acceptable, as it puts the reader in a receptive frame of mind at once—and this counts a lot. The descriptive matter is brief and snappy, and the border distinctive but faulty in places. Taken as a whole, this ad. is a good specimen of retail publicity.

Chas. E. Raven's ad. is a splendid example of retail shoe advertising. The heading is concise, the copy is excellent,

HEAVY WORK SHOES FOR MEN

\$2 25 to \$3.00 a pair

Working Men will be interested in our line of thick soled, waterproof shoes. They are made to our order and we know that the leather used in the uppers and soles is absolutely reliable. We know that they are put together in the best possible manner and that these shoes will wear the most economical shoe in the market.

Similar line for boys \$1.50 to \$2.25

CHAS. E. RAVEN 655-659 Talbot Street.
THE SIGN OF THE BIG SHOE

THREE-COL. WIDE ADVT. OF ST. THOMAS FOOT FITTER

and not at all verbose, while prices are mentioned prominently. The ad. occupies a good position, is well set up and altogether attractive. The cut gives a good representation

Knechtel & Co.'s ad. is a good sample of an ad. written for a particular purpose. It specializes on the sale of white shoes, and does it very well. The display is good, and the copy is attractive. It emphasized the fact that there was still plenty of time when this ad. was written, for the wearing of white shoes, and it gives a good list of these shoes, together with original and bargain prices. The subhead "If It's White It Must Go," is of subordinate size to the headline—which is as it should be—and putting the lines of shoes on sale in black-faced type to differentiate this matter from the rest of the copy is a good idea, as it makes it stand out more plainly. The border is about the right size for the ad., but it is not particularly well put together,

A WHITE SHOE SALE

Good-bye, White Shoes." We've placed a good-bye price on every White Shoe in our store. High Cut, Low Cut, Shoes for Men, Women and Children. It matters not the quality or style, nothing in White reserved.

If It's White it Must Go

There's plenty of White Shoe, weather ahead. Note the choice leathers, note the cut in price and you'll surely want to get in on this great White Shoe feast.

White Nubuck, reg. \$5	\$3.75
" " \$4	3.00
Nu Fawn, reg. \$5	3.75
Nubuck Pumps and Oxfords, reg. \$4	3.00
Canvas Pumps and Oxfords, reg. \$1.50	..	1.00
Misses' Pumps, reg. \$1.2598
Child's Oxfords and Pumps, 25 per cent. off.		

See Our Window Display

KNECHTEL & CO.

HOME OF GOOD SHOES DOWNIE STREET

A TWO-COL. DISPLAY OF A STRATFORD FIRM

and poor impression is noticeable on several of the letters in the display lines. These are matters that every merchant should check up closely, as they all effect the value of his advertising to a certain extent.

Surely some better heading could be found than the one in the H. Jennings' ad. This shoe is absolutely barren of any characteristic that centres attention. Some qualifying descriptive adjective should be used, and the result would be much better. "Snappy," "handsome," "chic," "up-to-date," or something of that style would do very well and would round out the heading. A good alternative heading would

be "A Handsome Creation in Women's Footwear," a still shorter one is "A Distinctive Woman's Shoe," and brevity assists the reader. The descriptive matter is short and to

the headline. The ad. is very well displayed, but the cut might well be better than it is. It needs a superior line cut to adequately represent superior shoes.

C. E. Smith's ad. is not as well displayed as the Savage ad. A glance at the two will show why. The latter shows a strong contrast between the headlines and firm name, and the intervening copy. The black type offsets the light body matter to perfection. In the Smith ad. both black and white are jumbled indiscriminately together, hence the contrast is practically nil, and the display poor.

Moreover, there is too much matter in this ad. for the space it occupies. The copy is very good, but too long. One

THIS SHOE



In Patent Dull Kid and Gun Metal, Buttoned or Laced Blucher at

\$3.00 and \$3.50

H. JENNINGS,
King Street.

TWO-COL. WIDE AD. OF KINGSTON SHOEIT

the point, and the price is given. This shoeman deserves credit in that he advertises one style at a time—a splendid idea.

As an example of educative publicity F. W. Savage's ad. strikes the right note. It is an educative ad. pure and simple, and aims at calling attention to the unique qualities claimed for the three lines of shoes mentioned. The arguments are logical and brief, and enforce the contention set forth by

THE BEST IS ALWAYS THE CHEAPEST



Good shoes cannot be made to meet a price if the makers wish to remain in business for any length of time.

A good article is always worth a fair price and the man who buys the best without being extravagant is the man who practices the right kind of economy.

The Invicta, Regent, and Hart Shoes may cost more than some other shoes on the market but you may rest assured that you get your money's worth every time you buy a pair.

F. W. SAVAGE,

Dealer in High-Grade Boots and Shoes.

A WATERLOO, QUE. DEALER'S TWO-COL. ANNOUNCEMENT

Smith's—The Shop for Good Shoes



Your Shoes will look well the First Day

—AND—

Your Shoes will look well for Many Days

if they come from here, because we sell Shoes made for Wear as well as Looks.

Women's Dongola Kid lace Boot, Blucher cut, Goodyear welt or band turn Soles, "The Empress Treadeasy," same as cut\$4.00

Women's Dongola Kid lace or button boot, Goodyear welt sewn soles, very flexible "The Restsha" Shoe for tender feet\$4.50

Women's Dongola Kid lace boot, Blucher cut, goodyear welt sewn soles, *Cushion Insole*\$3.00

ALTRO MODEL—FOR MEN

It is a flat, English Walking Shoe, with broad shank and low heel, and medium round, receding toe, made in **Gun Metal and Tan Calf** \$5.00

Men's Box Calf Waterproof Street boot, heavy Goodyear welt sewn soles to heel, leather lined.....\$4.00

Men's Tan Willow Calf, Blucher cut boot, fine chocolate kid lined, heavy viscolized sole and rubber heels, "A very special boot for Fall Wear".....\$5.00

C. E. SMITH

THE SHOE MAN - - - PETERBOROUGH
384 GEORGE STREET

THE TWO-COL. SPACE OF PETERBOROUGH MAN

or two lines could be cut out to advantage, which would better the display. The heading is too black and too long. It would be easier and better to say: "Your shoes will look well the first day—and for many days thereafter." The cut illustrates a cushion sole shoe well. The border is not set up as well as it should be. Descriptive matter in copy is very good and prices are mentioned.

IT KEEPS SHOEMEN POSTED

Acton Publishing Co.,
Toronto.

Dear Sirs,—Enclosed please find one dollar for another year's subscription to the Shoe and Leather Journal. I find your paper bright and interesting and it keeps a man thoroughly posted in the shoe world events.

Yours truly,
H. G. Symes.

406 Victor st., Winnipeg, Man.,
November 7th, 1912.

How large a shoe stock should you carry to do a \$12,000 business a year?

THIS convenient figure has been selected because it represents \$1,000 receipts per month and applies to the small shoe dealer in a town or village.

¶ What lines should be carried for a family trade, how should the stock be divided, what should be the average profit, how many special sales, if any, should be conducted, how often should the goods be turned over, what is the best way of keeping tab on daily returns, stock sizes, etc.

¶ Competitors should give their views on these points and state their ideas based on the following (1) Buying from manufacturers only, (2) Buying from jobbing houses exclusively, (3) Obtaining goods from both manufacturers and jobbers.

CASH PRIZES GIVEN

¶ For the best answers the first prize will be \$5.00, the second \$3.00 and the third \$2.00. For every other reply deemed worthy of publication \$1.00 will be paid.

¶ Competition closes December 10th.

¶ Every retailer or clerk is invited to take part. Send in your opinion on this important and timely subject.

¶ Address Competition Editor, The Shoe and Leather Journal, 1229-31 Queen St. W., Toronto, or 13 Coristine Building Montreal.

NEWSPAPER SHOE



1086



1204



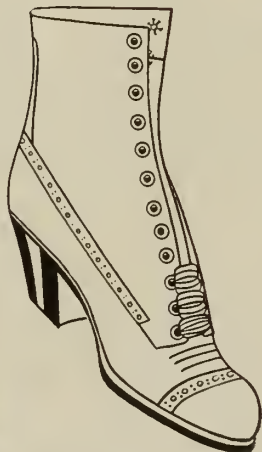
1139



1282



1123



1235



1249



1280



1274



1190



1111



1186



1277



1079

These attractive cuts are fifty cents, each. Order by number only. Prompt service to all points. Address

Art Department

Shoe & Leather Journal

Toronto and Montreal

CUTS FOR RETAILERS



1228



1229

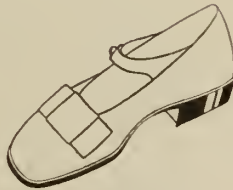


1088



1029

Brighten up your advertising. Illustrate the shoe styles you have to sell. Make your publicity plans effective. Cuts fifty cents each. Order by number only.



1191



1215



1192



1119



1189



1203



1010



1064



1173



1182



STRAY SHOTS FROM "SOLOMON."



There are men scolds as well as those of the female sort. Nothing ever goes right about them. Their help is incompetent; their creditors mean; their customers crooked, and their families a drag on their onward progress. From morning till night they keep up a constant "yap" about the weather, business, religion, politics, and kick on everything from the way the morning paper is folded to the manner the potatoes are served at dinner. Solomon says, "It is better to dwell in the corner of the housetop than with a brawling woman in a wide house," and it certainly is better to live in a foundry beside a trip hammer than to have to live in an office or shop with one of these men-scolds. If you are tied up to a partner of this kind or are associated in any way with a brawler, get quit of him. Not one in a thousand of them can ever be cured.

Don't talk about backbiters when you listen to idle tales about your neighbors. It needs an itching ear to fit a twitching mouth. It is because there is a market for scandal and gossip that so much of it is peddled from door to door. Trim one or two people who come to you with stories about their neighbors and you will soon find that your doorstep is clear of moral scavengers. "The north wind driveth away rain: so doth an angry countenance a backbiting tongue." In a certain company an absent person's peculiarities were being discussed with much freedom. A gentleman present who had been silent during the discussion ventured the remark that one of the absentee's peculiarities had not been touched upon. "What is that, pray?" was the question. "He never talks about other people behind their backs," was the response.

Look out for the "soft-soaper." The man who tells you to your face what a "big noise" you are, or what a fine sample of business or religious success you are, wants you to endorse a note for him, or has some equally good reason for plastering on the "goo." Let him down hard. You will sleep better and you will be money in pocket. Most of us know ourselves too well to believe that we are worth any premature obituary notice, and we can put it down that the fellow who has our virtues all tabulated wants to square the account with cash or kind.

"Business is business," but if your profits come out of the woes of someone else, look out. The law says "Caveat emptor"—let the buyer beware, but there is no hiding from the higher law that a man who makes gain by oppression or wrong must smart for it. There are people who would ride roughshod over their own kin to make a dollar, and there are those to whom the cry of the poor or the weak is but one of the annoyances of the game. "There is a generation whose teeth are as swords and their jaw's teeth as knives to devour the poor." There mustn't be sentiment in business, say these thugs as they elbow their fellows to the wall or walk over the bodies of those who stand in their way to success. "Let every man look out for himself" is their motto, which is the gospel

of hell. You are your brother's keeper to the extent that you must not grow rich through his poverty. How much have you got that belongs to some other poor fellow on the back street?

It is as good as a breeze from the mountains or a zephyr from the June woods in the middle of August to meet some men. They are wholesome in face, word, hand and deed. They bring freshness and health wherever they go. There is a veritable infection in their laugh and an inspiration in their grip. What a pity there are not more of these sunshine spreaders everywhere. They do more to clear the business and social atmosphere of fog and miasma than a thousand other agencies. "As cold waters to a thirsty soul, so is good news from a far country." You can be a herald of good news no matter how mean and insignificant you are by nature. We have plenty of societies and orders that have less cause for existence than the "Ancient Order of Good News Bringers." Have you joined it?

The best cure for the blues and the surest and safest protection against evil is to get with those who live clean, decent lives. No man can be a real good wholesome man by himself even if he lives the life of a hermit. We all need the helpful influence of good company. There is something wrong with the fellow who "flocks" by himself. Watch him and you will find a "screw loose." "The locusts have no king, yet go they forth all of them by bands." Men prate about independence. We are about as independent as the earth is of the solar system. "It is not good for man to be alone" was said of the first Adam and applies to all of us more than in the sense of family relationship. "No man liveth to himself" is good philosophy outside Christian ethics. You will be strong, successful and useful as your contact with other men broadens out each day and each year. You can do without a brass band but you do need the band of friendship.

"The spider taketh hold with her hands and is found in kings' palaces." Good, honest, straight work will bring a man to the front in any calling. The whiners are those who have tried to climb either by or over other people. If you want to get to the top there is only one way—climb. Take hold with your hands. Spin your own web, and when some rude wind or rough hand breaks it, spin it again. No one can keep you out of the "king's palace" if you make up your mind to get there. "Genius is an infinite capacity for hard work," said one man who won a high place in the honor roll of the world. The trouble with many of us is that we see some grasshopper jump to a high ledge and we spend all our time and energy in trying to get there by leaps and bounds. The spider succeeds by quiet, patient climbing. Where one grasshopper makes the grade a hundred fail. Take hold with your hands if you want to get there "with both feet."



AMONG THE SHOE MEN.



D. Frumkin, of South Porcupine, has opened out in the shoe business.

J. G. Downton, a shoemaker of Verdun, Quebec, passed away last week.

J. K. Holland, of Walkerville, Ont., has removed his stock to Wallaceburg.

W. G. Hardie, of Toronto, has returned from a trip to Western Canada.

J. Chauvin, of Tilbury, Ont., has embarked in the shoe business in that town.

R. A. Briscoe, of Galt, Ont., was in Toronto this week calling upon the trade.

J. Adams of the Rideau Shoe Co., Montreal, was in Toronto on business last week.

George Winchester has purchased the shoe repair shop of Mr. Weigand in Wallaceburg, Ont.

E. R. McBride, manager for J. J. Haines, Belleville, was in Toronto calling on the trade last week.

J. Richer, of J. Richer & Co., shoe manufacturers, Montreal, was in Toronto, this week on business.

Robert Paynter, 269 Princess Street, Kingston, Ont., has recently installed a complete Goodyear repair outfit.

Harry Brawn is now covering Western Ontario, north of the G. T. R. main line, for Garside & White, of Toronto.

O. H. Vogt, of the Great West Felt Co., Elmira, Ont., has returned from a business trip to Winnipeg and the West.

C. A. Davies, of Blachford, Davies & Co., Toronto, spent last week among the shoe factories of Montreal and Quebec.

A. R. Trudeau, of Toronto, Ontario, manager for A. Corbeil, spent several days in Montreal recently on business.

Chas. E. Slater, of the Slater Shoe Co., Montreal, is on a visit through Canada to the various agencies of the company.

Ald. James Robinson, of Montreal, was in Toronto last week on business and called upon several old friends in the shoe trade.

J. Letellier, a well known dealer in shoes, of Ottawa, who had been in the business for a long time, passed away this week.

Benj. Martin, sales manager for the John Ritchie Co., of Quebec, was in Toronto, Hamilton and London last week on business.

The Northern Shoe and Saddlery Co. has opened new and extensive lines of leather goods in the Gagnon block, Athabasca Landing, Alta.

The Gorman shoe house, of Belleville, has sold its shoe repair business to B. W. Brown, who has opened a shop in the Legault block in that city.

The shoe stock of C. J. Simpson, of Calgary, who recently assigned was sold to the Globe store. The assets were \$7,000 and the liabilities \$9,000.

R. L. Corlett, of Cannington, Ont., has sold his business to Alex. Hardy and has removed to Toronto, where he is engaged in the real estate business.

Jas. Jenkin, who has had an extended experience in several shoe shops in Ontario, is now conducting the Star boot and shoe repair shop in Tottenham.

F. Kibler, of Berlin, first vice-president of the Ontario Shoe Retailers' Association, was in Toronto last week attending a meeting of the executive committee.

Robert Partridge, Toronto, city traveler for Ames

Holden, McCready, Limited, who has been laid up for some weeks with pneumonia, is rapidly recovering.

H. W. Parsons, of the Nugget Polish Co., Toronto, who has returned from a trip to Northern Ontario, left this week on a business visit to Ottawa, Montreal and Quebec.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., of Montreal, has been on an extended visit to the company's branches in Western Canada.

Norman St. C. Miller, son of J. W. Miller, shoe retailer, of Peterboro, was married in Toronto last week to Miss Edna Alice Pringle. Mr. and Mrs. Miller will reside in Toronto.

John O'Sullivan is now covering the territory from North Bay to Port Arthur for the W. B. Hamilton Shoe Co., of Toronto, taking the ground of the late Bruce McKellar, of Sarnia.

Neale & Merner, 995 Bloor street west, Toronto, recently had a very attractive window made from fall grain. The straw was used to good advantage and drew a good deal of favorable attention.

The Foster Shoe Co., of Calgary, have opened a branch store at 630 First Street, Edmonton. The premises have been attractively fitted up. E. M. Foster is personally supervising the arrangements.

Wilfrid Lessard, N. Tetrault and O. Tetrault recently returned to Montreal from a hunting trip about 80 miles back in the Laurentian wilds. They report six inches of snow, but plenty of good hunting and a dandy time.

The Red Star Shoe Co., of Galt and Toronto, have opened up a shoe repairing shop in the building formerly occupied by John Brownridge, in Fergus, Ont. Walter Oughton and Thos. Tennant are the proprietors.

G. J. Scott, who has been on an extended trip throughout Western Canada in the interests of the A. P. Cimon Shoe Mfg. Co., Montreal, Adams Shoe Co., Toronto, and Valentine & Martin, Waterloo, Ont., has returned to Toronto.

The John Agnew Company, Limited, with shoe stores in Berlin, Woodstock, Brantford and Hagersville, has purchased the block at Woodstock owned by Mrs. F. D. Hamilton, and occupied by J. D. McCrimmon, and which has been a shoe establishment since 1871.

D. Schell, of the late firm of Schell & Riehm, has purchased the shoe business from Fred Sewell, of Listowel, and is now in possession. Mr. Sewell has taken a position with J. W. Bernie & Son, who lately bought the footwear business from Schell & Riehm.

Frank Maguire, a shoe factory employee of St. Thomas, Ont., was sentenced to gaol for two months by Magistrate Glenn for beating his wife. He administered a beating because his supper was not ready, but his wife said there was nothing in the house to get supper with.

Suffering from nervousness and angry because his wife refused him money, William Barrie, a shoemaker, living at 2 Sackville place, Toronto, drank about an ounce of oxalic acid. He was taken in the police ambulance to St. Michael's Hospital and managed to recover.

D. D. Hawthorne, wholesale shoe jobber, Toronto, who underwent an operation several weeks ago for appendicitis, is now at his home and is able to take short walks. Mr. Hawthorne is still weak and it will probably be some time yet before he is able to resume duty at the warehouse.

While passing along Papineau avenue in Montreal, a constable was attracted by noises in the Scout Shoe Com-

pany's factory. On making an investigation he caught a 12-year-old boy with nine pairs of shoes in his possession. Two other boys were with him, but they got away.

A. J. Smith has purchased the dry goods, boots and shoe stock of Ed. Baker, of Listowel. D. Gledhill, of Kincardine has purchased A. Weseloh's stock of boots and shoes, also A. J. Smith's boot and shoe stock, including Mr. Smith's recent purchase in that line from Ed. Baker. Mr. Weseloh is closing out his stock of dry goods in Listowel.

Many friends in the shoe trade will sympathize with Ald. James Robinson, Montreal, in the death of his mother, which occurred recently at her residence, 626 Shebrooke street, Montreal, as a result of injuries sustained in a fall several months ago. Stumbling accidentally the deceased lady, who was in her 75th year, broke her hip, and never recovered from the effects.

Walter Burnill, Toronto, had a rather unique display recently in his window which attracted attention. A storm calf blucher was shown fitted with an extra heavy, oak-tanned outer sole. The shoe was standing in a dish of water and passers-by were invited to drop in and guess how long it would take the water to soak through. The invitation was accepted by a large number and the best guesser was presented with a pair of shoes free by Mr. Burnill.

The death occurred recently in Ottawa of Isaiah Pratt, a well known shoe merchant. He was 72 years old and typhoid fever was the cause of his demise. It was only in May last that Mr. and Mrs. Pratt celebrated their golden wedding and Mrs. Pratt is now left to mourn her husband's death. Mr. Pratt was born in North Gower, but came to

Ottawa about thirty years ago, and since that time had been one of Ottawa's most respected citizens. He was a member of the Methodist Church. Besides Mrs. Pratt he leaves two sons and two daughters.

A disastrous fire visited the plant of the E-Z Walk Mfg. Co., in New York City on October 21st. The blaze was so serious that it has necessitated closing down the factory for a short time. The company have secured a new location at 33-39 Sixth ave., where they are now erecting a much larger and more commodious factory. They will also be in a position very soon to attend to all orders which may be placed with them and will enjoy facilities in their new home for meeting the constantly increasing demand for E-Z Walk strong arch supports and other pedal appliances which are so popular with the public.

Some of the daily newspapers have been publishing paragraphs recently referring to an invention that is described as "revolutionary." It is a device for sliding soles and heels, and a boot fitted with it can be changed from a heavy to a light one at the will of the wearer. Thus, one boot could be made to serve several purposes, say, for sport, outdoor wear, and an evening party! How far this is desirable we do not know, but when the invention is placed on the market there can be no doubt that it will arouse a good deal of curiosity. One paper, waxing enthusiastic, says, "If you have been out golfing or shooting, and should suddenly desire to dance, you can slide off your golfing or shooting soles and slip on soles more suited to the occasion." Presumably you carry about with you a selection of soles ready for any such contingency!



SHOE FACTORY NEWS.

Fred. Gallibert, of C. Gallibert & Co., of Montreal, visited the Boston leather market the past week.

E. Baumgartel, formerly of Buffalo, N.Y., now has charge of the treeing room with the Minister, Myles Shoe Co., Toronto.

The Solid Leather Shoe Company, of Preston, is a very busy concern. Last week an order was received for 12,000 pairs of shoes.

A new company has recently been incorporated and capitalized at \$100,000 for the purpose of establishing a boot and shoe factory and leather manufacturing industry at Sydney.

Alexander Wiggins, who for the past few years has been employed by some of the leading concerns of Montreal, is now in charge of the treeing room at the factory of the Rideau Shoe Co., Montreal.

Stratford, Ontario, secured six new factories during the past year, among them being the Dunford Elk Shoe Co., and the Griffith Harness Works. The city will acquire a large area for factory sites and appoint an industrial commissioner.

G. W. Sadler & Co. are about to build an addition to their tannery in Stanbridge East, Quebec. The work of digging and scraping out the ground where the new vats will be placed has begun. About 40 vats will be placed in the new addition in order that 150 more hides per week may be tanned.

An Amherst, N.S., despatch says: The Amherst Boot and Shoe Factory last week placed an order for sole leather that totalled in the vicinity of \$100,000. This is probably the largest single order ever placed in Canada by any boot and shoe concern.

D. J. Farnsworth, of Farnsworth, Hoyt & Co., Boston, was in Montreal and Quebec for a few days this week on

business. Mr. Farnsworth is sure of the same warm welcome in Canada that he always extends to his Canadian friends in Boston.

E. F. Leonard, superintendent of the Slater Shoe Co., Montreal, returned recently after having spent a delightful vacation at his old home in Brockton, Mass. He also visited many of the large shoe manufacturing centres in the New England States. Mr. Leonard is president of the Montreal Association of Superintendents and Foremen.

Having sold the first issue of \$125,000 the directors of the Logan Tanneries Ltd., of Pictou, N.S., in order to take advantage of the advance in price of hides that they negotiated for several months ago, have voted to issue \$25,000 more of the 7 per cent. cumulative preferred stock of the company and to give a common stock bonus of 20 per cent.

The W. E. Woelfe Shoe Co., of Berlin, Ont., have let the contracts for their new factory and expect to have the building completed by February 1st next. They hope to be in the market good and early with samples for fall placing. They will make a first-class line of women's McKays only, and expect to turn out a range of all leather, well made shoes that will appeal convincingly to the trade.

The ratepayers of Galt voted on a by-law to raise \$15,000 as a loan to the Galt Shoe Company, Limited. The votes registered were: 605 for, and 53 against, a majority of 552 in favor. Only a small vote was polled, but there was so little opposition to the by-law, which meant an enlarged factory for the town, that a large majority in favor was easily piled up by energetic members of the Board of Trade.

The Ideal Shoe Co., Limited, of Elmira, Ont., has been granted a charter. The capital stock is \$40,000. The incorporators are Ferdinand Nolinsky, manufacturer of infants' felt shoes, of Elmira, Shirley Strome, of Elmira, Edward Voisin, of Woolwich township, Jacob B. Martin and James

Valentine, of Waterloo. The company are empowered to manufacture, buy, sell and deal in all kinds of footwear and to take over as a growing concern the business of the Ideal Shoe Co., in Elmira.

O. Brouillard, president of the O. B. Shoe Co., Drummondville, P.Q., was recently elected mayor of that town by a substantial majority, after a hot fight. Mr. Brouillard was the candidate on the reform ticket and advocated a lessening of the heavy expense for permanent works undertaken by the town. This policy won out, but only after a strenuous contest. The genial president of the O. B. Shoe Co. will make an efficient mayor.

In the new factory of E. T. Wright & Co., at St. Thomas things are now well under way. Superintendent E. E. Donovan reports that they have been cutting and fitting shoes for the past two weeks. The factory is now fully equipped, and they expect to be in full swing in the course of a few days. The foremen for the various departments have arrived from E. T. Wright & Co., of Rockland, Mass., as well as quite a number of others in different departments.

E. Victor Donaldson, who submitted a proposal to the Brandon city council about a month ago for the establishment of a boot and shoe factory in the city, has returned to make final arrangements with the city authorities regarding concessions. Mr. Donaldson has the proposed company's stock all underwritten and on closing a deal with the council is prepared to proceed immediately with the establishing of his factory in Brandon. Cameron Donaldson, of Vancouver, will join forces with E. V. Donaldson in organization work for the new industry.

D. Lorne McGibbon, president of the Canadian Consolidated Rubber Co., has, along with F. H. Anson, of Montreal, completed arrangements with the civic authorities of St. John, N.B., to erect a new sugar refinery in that city. The new refinery, it is stated, will be one of the most complete in the world, and will have an output of 2,000 barrels of sugar per day. Mr. McGibbon, through his attorneys, arranged to deposit within 30 days the sum of \$100,000 with the chamberlain of St. John as a guarantee that the new plant will be completed within two years, and for other considerations regarding the property and taxation concessions made by the city.

The Palmer-McLellan Shoepack Co., Limited, of Fredricton N.B., have just commenced operations in their new factory. The company expect to employ 100 hands, and report that the prospects of the success of their business look very good indeed at the present time. The buildings of the Palmer-McLellan Shoepack Co., consisting of a tannery and factory which are three storeys high and in dimensions 200 feet long by 50 feet wide. The buildings are the most modern of their kind in Canada. The officers of the company are: Robt. W. McLellan, president; Wm. F. McManus, vice-president; John Palmer, managing director, and W. A. McLellan, secretary treasurer.

The Edmonton Shoe and Leather Company, headed by A. C. Todd, formerly a manufacturer at Meaford, Ont., has shipped its first consignment of shoe packs, the order going to A. McKillop, of Calgary. Other orders will be filled as rapidly as possible. Twenty men are employed. They will be housed in cottages to be erected by the company near the plant south of the city limits. The company is erecting a tannery, 80 x 170 feet, with concrete basement. The building will be of frame and corrugated iron and should be in operation early next year. Its capacity will be 600 hides a day. Meanwhile the company is using stock from the Meaford factory, which was flooded by freshets last spring. The firm is manufacturing all kinds of oil-tanned leather goods.

The bylaw to be submitted to the ratepayers of St. Thomas, Ontario, some time in December in connection with the proposition of the E. T. Wright & Company, the makers of the "Just Wright" shoe, will call for an expenditure of \$45,000. Of this amount \$34,000 will be used for the construction of the factory, which is to be erected by the city for the company's use, in return for a reasonable rental. \$5,000 for the purchase of a site, as yet not selected, although

options have been secured on five different properties; \$4,000 for the purchase of the two stores in the west end at present owned by Hugh McPherson and occupied by the Wright Company until the completion of their new home, and \$2,000 for fixing up the same. President Donovan of the Wright Company has given the aldermen the assurance that firm manufacturing ladies' shoes will take over the present quarters as soon as his firm vacates them, and thus St. Thomas will have three progressive shoe factories. About \$1,800 has already been expended upon the property and it is now in good shape for factory purposes. The special committee brought in a report to the finance committee embodying the figures given and presented plans of the proposed new building, drawn by Architect John T. Findlay, in accordance with the sketches submitted by the company. The building is to be a handsome and lasting one, and will be of brick, four storeys high, with basement. It will be 128 x 45 and will be complete in every detail, with a sprinkling system, a modern low pressure steam heating system, etc.

Staff at the Banquet Board

The Nugget Polish Company, Limited, held their annual banquet on Friday evening last in the Merchants' Hotel, Toronto, where a splendid dinner was put up under the direction of Mr. Morgan. The event was an enthusiastic success. W. F. McNeill, Canadian manager, made a brief speech thanking the staff for their loyal service to the Company and also congratulated them on the finish of a most successful year. L. R. Howard, in replying for the office staff, commented on the excellent feeling that existed between all members of the company in Canada. T. W. Hart, spaking for the sales department commented on the good treatment that the travelers received from the company and assured the manager that the coming year, if his endeavors counted for anything, would show a still larger increase in sales than ever. H. W. Parsons and F. B. Bollard both made brief speeches commenting on the excellent prospects for the coming season.

An Aggressive Man in His Line



Mr. James Valentine, the senior member of the firm of Valentine & Martin, Waterloo, Ontario, is Scotch to the core. His native heath is Kincardineshire, where he was born in 1864. He learned shoemaking at the low bench, and afterwards became acquainted with the machine method. He spent some three years in Dundee before sailing for America in 1887, where he secured a job on turn work in Lynn, Mass. In 1890 he left that centre and, coming to Toronto, engaged with the old firm of Cooper & Smith on Front Street. He was later with J. D. King & Co. for eight years in the turn department. Mr. Valentine then went to Levis, Quebec, and organized the factory of J. B. Blouin & Son, which makes men's and boys', women's, misses' and children's McKays, remaining there a few years. Previous to going to Levis he was with the Thompson Shoe Co., of Montreal, for some time. In 1903 he saw that there was a great opening in Ontario for a factory making staples and, after studying the situation, he decided to locate in Waterloo. The success of his venture is too well known to require extended reference. The staple productions of Valentine & Martin have found a ready market all over the Dominion. About five years ago Mr. J. B. Martin joined forces with Mr. Valentine and the two make a strong business team. The extent of the trade, which they have built up, can be gauged in the fact that last year they sold over \$500,000 worth of goods. The present factory makes practically the fourth extension that has been erected by them since 1903.

The Newest Industry for Barrie

In connection with the new factory which is being established in Barrie by Underhills, Limited, of Aurora,

the agreement with that town sets forth that the company pay \$1,500 for the Spencer building, \$150 per year for ten years, without interest. They also pay all taxes, rates and local improvements. The buildings are to be kept insured for full insurable value. Immediately after Nov. 1st, the company are to commence the construction of additions and alterations to the buildings. At least \$2,500 must be expended on alterations and additions before Jan. 1st, 1914, when they are to have completed and equipped an up-to-date shoe factory with accommodation for at least 75 hands. By Nov. 1st, 1921, a total of \$7,000 is to be expended by the company on plant and equipment. Manufacturing is to be commenced before Feb. 1st, 1913, and the factory kept in active operation till Nov. 1st, 1921. From Feb. 1st, 1913, to Jan. 1st, 1914, at least 25 hands are to be employed, and after Jan. 1st, 1914, at least 75 hands, 300 days of 10 hours each. After Jan. 1st, 1914, the company are to pay at least \$30,000 a year in wages.

The Origin of Patterns

In former days in shoe manufacturing, it was common for a shoemaker to shape the sole of a shoe according to his personal notions of style in footwear. He made edges fine, or thick, as circumstances suggested, and he finished shanks as his ingenuity suggested, and sometimes that was in a wonderful way. Sometimes he would put a broad shank on another shoe, and a manufacturer, trying to make up shoes, would find the shanks as unlike as A and Z. One day it occurred to some sensible manufacturer that it would be a good idea to have soles of all his shoes finished according to a standard pattern. So he had some sole leather patterns made of tin. These patterns came into common use and shoemakers ceased to shape the soles of shoes as their own ingenuity suggested, and as the skill of their hands and accuracy of their eye permitted, for, in days before the first tin patterns, shoemakers cut away at soles without any patterns to guide them.

Sliding Soles and Heels for Shoes

According to recent advices from London, England, an attempt will shortly be made by a company with a proposed capital of \$4,500,000 to revolutionise one of the most important industries of the country—the boot and shoe trade. The keynotes of the campaign will be the Forbec System—a new treatment of leather—and the Forbec sliding sole and heel. The name Forbec is derived from that of O. V. Forbec, chairman of the parent syndicate. Some idea of the magnitude of the trade which this company will attempt to capture may be gained from the following figures: Pairs of boots made and sold in a year in the United Kingdom, 100,000,000, value \$225,000,000; Pairs of leather heels used annually in Great Britain, 300,000,000; pairs of rubber heels sold by one firm in a year, 20,000,000. The sliding soles and heels can be fitted in 55 seconds. Between the sliding soles and the foot there intervenes the middle sole, which is treated by a special process. It is claimed for the new footwear that it will wear from 50 to 100 per cent. longer than any other leather. It is permanently waterproof. It is to a large extent a non-conductor of heat; that is, it keeps the foot cool in summer and warm in winter. It abolishes down-trodden heels, for heels can be changed over or renewed altogether in a few moments. Twenty thousand people have tried the new footwear and encouraging reports have been received, especially from the army.

What Shoe Manufacturers Face

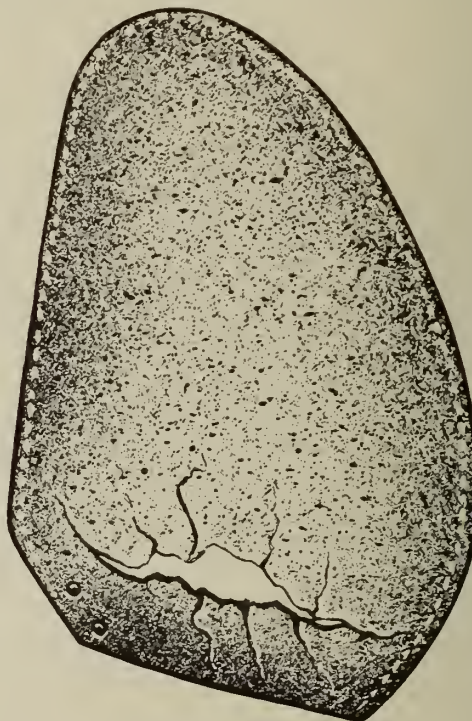
Speaking of the recent advance in the price of shoes, leather and factory operations, a well known Montreal manufacturer said: "It is almost impossible to obtain competent help to turn out shoes in Canada. The cost of wages, consequently, has increased in even greater proportion than the cost of raw material. In our shoe factory we are now paying, on an average, sixteen per cent. more wages per individual employed than we paid five years ago. We are

also paying about twelve per cent. more for leather than we paid at that time, and the prices are increasing by leaps and bounds almost daily. Out of these two items, of course, we make no profit whatever. Nevertheless, these increased costs go to make up the general prosperity in Canadian factories, not only in the shoe line, but also in other lines.

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

Don't Blame the Dealer

E. W. Smith, of St. Catharines, recently displayed in his window the sole of a shoe, a cut of which is presented. On it he had a card saying: "Did this ever occur to your shoe? This sole is *burnt*. It is not necessary to have it come in contact with fire. A hot steam pipe, radiator, or the hot edge of a stove will do it. It is more susceptible when the



leather is wet or oily. Don't blame the shoe man, it is your fault."

Mr. Smith says in his twenty years' experience this is one of the disagreeable features he has to contend with, as every fall and winter brings new victims who almost invariably blame it to the shoe; and as the owner of this shoe put it—"It is rotten," and even went so far as to ask for a new pair to replace them.

"Once in a while you will find one who will think it over and remember where he has put his foot to dry it, but nine out of ten will positively say they have not been near a fire or a steam pipe this winter. In this particular case we find the edges of the shoe charred black around the burn, showing unmistakable signs of heat. Burnt leather has this sign always. The parts not affected and only an inch away show a good clean cut of oak tanned stock. It is too bad that shoe wearers cannot be blessed with common sense in such cases, acknowledge the "corn" and get a new half-sole put on. Of course there are exceptions. Many never bother the shoe dealer but go direct to the cobbler as they should do."

The Men With the Grip

Commercial Travelers Nominate Officers and Committees for Activities of the Coming Year

The usual keen contention for the presidency of the Dominion Commercial Travelers' Association was lacking at the quarterly meeting which took place in Montreal last week. The elections were as follows: President, Mr. J. M. Fortier; first vice-president, Mr. H. M. Levine; second vice-president, Mr. W. C. Murray; treasurer, Mr. Maxwell Murdoch. Five new directors were elected, Messrs. L. R. Buzzell, W. J. Irving, R. Brosseau, M. W. Hackett and A. A. Markus; while five directors remained in office for the coming year, Messrs. C. M. Cameron, G. Laffolly, J. F. Featherston, J. A. Bernier and L. F. Moore. All these elections were made by acclamation. The date of the annual meeting was fixed for December 14th.

There are 12,000 Bibles in Canadian hotels. These have been put there by "The Gideons," the Christian Commercial Travelers' Association of Canada. The object of the association is to unite the travellers of the Dominion in Christian fellowship and to improve every opportunity for the betterment of the lives of all those with whom they come in contact. The association, which met under the presidency of Mr. J. F. Seberg, recently, are going to put their work before the churches of the land and to push forward the work of distributing Bibles. Inside the cover of the "Gideon" Bible you will find a sheet which informs the traveler what to do when in trouble.

The Commercial Travelers' Association at a recent meeting in Toronto nominated the following officers: President, S. M. Sterling (elected by acclamation); first vice-president, James G. Cane (elected by acclamation); second vice-president, George W. Moore and F. J. Zammers (one to be elected); treasurer, E. Fielding (elected by acclamation).

Directors for Toronto Board—Alec. Cook, J. W. Charles, C. A. E. Colwell, C. G. Duncan, John Everett, William M. Fielding, R. G. Hector, Walter Moore, W. J. McBeth, A. C. Rogers, C. J. Silver, W. H. Scott, C. J. Tut-hill and A. Whiting (nine to be elected).

The following boards were all elected by acclamation: Hamilton Board—John Stoneman, first vice-president; W. H. Dean, second vice-president. Directors—A. F. Hatch, M. P. Malone, C. C. Smye, P. A. Somerville, H. G. Wright and E. O. Zimmerman. Berlin Board—A. Foster and W. J. Moody. Kingston Board—W. H. Graham and W. S. R. Murch. Guelph Board—T. H. Gemmell, vice-president, and W. G. Berscht, director. Brantford Board—J. S. Hamilton and D. J. Waterous. Montreal Board—W. Williamson, vice-president and George Dawson, director. Winnipeg Board—H. Miller, vice-president and A. C. Merrett, director. Vancouver Board—W. J. McMaster and R. E. Jamieson. Ottawa Board—J. H. Laurie. Brockville Board—W. Moore.

The scrutineers of the ballots are: Walter Madill, Robert Keyes and H. Clearihue.

The result of the ballot will be declared at the annual meeting, to be held in St. George's Hall, Toronto, December 27th.

The People Are Reasonable

James S. Fraser, of Pembroke, Ont., reports that some people complain of the higher prices for shoes, but adds that when you draw their attention to the extra rent, help, and prices of leather, they generally take the shoes without further ado. The average price paid in Pembroke for a man's welt is from \$4 to \$5 and for a woman's, \$3 to \$4.50. "The most effective means that we have found for a frequent turnover of stock is to buy light and often and not let travelers overload you. Curtail your purchases to a few lines and the best houses. We find that buying from a lot of firms, the stock is too much broken and you are overstocked and all out of sizes in certain lines. Higher rents,

higher wages, more style and better looks in footwear, changes in windows and store fixtures have all contributed to the extra cost of doing business to-day. We cannot do trade on the same margin of profit as we did five years ago. Rents in this town have gone up fully 20 per cent. in the last five years, while salesmen are receiving half as much again in wages. We think our stock is turned over as often as it should be and that our volume of business has increased in proportion to the advance in rent, wages, etc."

The Biggest Leak in Retailing

The retailer who tries to run his business without an accurate, written analysis of all its details, at frequent intervals is paying out more in leaks and neglected opportunities than he saves in accounting expense.

The biggest leak in any retail store is "neglected opportunities"—chances for big profitable things which the business man overlooks because his records do not show him which of his efforts are most successful—in which direction his real opportunities lead him.

It all sums up to this: It costs more not to keep and analyze accurate records than it does to keep them. Leaks and neglected opportunities are more expensive than book-keeping.

Weather Not Favorable to Trade

The weather has continued too fine and warm to be helpful to the sale of winter footwear; in fact, the trade say it is a very long time since the month of October was so unfavorable in respect to climatic conditions. With so much money being earned by industrial workers generally it was expected that October would show a very large volume of retail sales, but warm, sunshiny days spoiled this expectation and until there are some heavy rains and uniformly lower temperature, the movement of rubbers and heavy footwear generally will lag. It is rather remarkable how the lateness of the seasons, so to speak, has operated against shoemen this year. Spring trade opened late because of cold weather. Summer business was equally handicapped by the same cause, and then in October when cold, damp days were looked for really summer weather has prevailed.

Would Stop Wholesalers Selling Retail

A meeting of the executive of the Ontario Shoe Retailers Association was held last week at the office of the secretary, E. M. Trowern, Toronto. Considerable business was transacted in connection with the resolutions which were



"SO-COSY" BABY SHOES
AND SOFT SOLE FOLD-
ING TRAVELING SLIPPER
—BY THE HURLBUT CO.

passed at the annual convention in Toronto in August. It was decided to write certain manufacturers who are allowing the price to be cut on footwear sundries requesting that in the best interests of the trade uniform selling figures should be rigidly maintained. It was also decided that all jobbers and manufacturers be communicated with in reference to discontinuing strictly the practice of selling goods to certain private parties who are not in the shoe business. The Association has on the other hand agreed to use all its influence in urging upon the members not to send their customers to select shoes for their own use from wholesale houses or manufacturers.

Copper Toed Shoes Being Revived

Copper toes which were worn extensively nearly a century ago are again coming into prominence, and several leading manufacturers of the country are specializing copper toed shoes which range in price from \$2 to \$3.

Several of the largest retailers in the country have been advertising extensively, featuring copper toed shoes and exhibiting them in full window displays. The use of these shoes was not discontinued because of their lack of good service, for they wore wonderfully well, but for the fact that style played such an important part in shoe manufacturing and shoes were of a more scientific shape and made out of leather that was softer and more comfortable to the foot.

The children of to-day are as lively, and in the people's opinion, more lively perhaps, than the children of fifty years ago, so that by again adopting the use of this shoe the life of the shoe will be prolonged to a greater length of time.

Manufacturers making boys' and girls' shoes would do well to add a line of copper toes to their next year's line.

Growth of Progressive Industry

As another instance of the growth of the shoe industry in Canada, the John Palmer Co., Limited, of Fredericton, N.B., may be mentioned. This company started manufacturing larrigans in a small way in 1877, under the name of Brown and Palmer. In 1901 it was incorporated under the present name and has built up a splendid business in manufacturing "Moose Head" Brand, oil tanned footwear. The growth of the business has necessitated the building of a new and up-to-date factory, a photo of which is reproduced here. This factory has a capacity of 2,000 pairs of packs per day, is located near the railway station, and has 600 feet of railway siding. It is of mill construction, completely equipped with modern machinery, is lighted and powered by electricity, and steam heated. It contains upwards of 50,000 sq. ft. of working space, with a fine suite

of offices, and employs more than 200 hands. This factory specializes altogether in oil tanned footwear made from heavy packer steer hides by a special process, and the firm's trade extends from coast to coast. The personnel of the company is as follows: Chas. K. Palmer, president and manager; John Kilborn vice-president; Robt. N. MacCunn, secretary; Wm. N. Todd, treasurer. All these men have



CHARLES K. PALMER

had a long experience in the shoe business. The tannery is under the superintendence of Wm. R. Todd, who has been with the company for thirty years. The firm also do a large business in sporting boots, and are considering the manufacture of several new lines of footwear.

Charles K. Palmer, whose photo is presented, is the president and general manager of the John Palmer Co., Limited, Fredericton, N.B., which firm is well known among the trade from the Atlantic to the Pacific as manufacturers of larrigans, shoe packs, waterproof dressings and oil tanned footwear generally. Mr. Palmer has been actively connected with the company for the past twenty years, is an expert shoeman, and is known everywhere among the Canadian trade. The continual growth and present influence of the company are largely due to his able management and knowledge of Canadian shoe conditions.



NEW FACTORY OF THE JOHN PALMER CO., FREDERICTON, N.B.

Are You a "Just Wright" Dealer



"Goin' Sum"

If there is not a "Just Wright" agency in your town, now is the time to secure it.

With our Rockland factory and organization behind the St. Thomas branch, we guarantee the same style, quality and workmanship that has made the "Just Wright" Shoe the best in Canada.

Besides saving you the annoyance and expense of customs, we can sell you shoes to retail at \$5.00 as well as \$6.00 and \$7.00.

E. T. Wright & Co., Inc.

Rockland, Mass.

-

St. Thomas, Ont.

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 & BRYCE, Limited

MONTREAL
TORONTO
QUEBEC



BOX TOES

Leather, Cork, Water-proof, Felt, Leather and Canvas, all kinds always uniform.

HEELS

All grades, sizes, and styles.
Send for Samples.

□□

We buy all Offal for cash.



INDEPENDENT BOX TOE COMPANY

MONTREAL

The wearing qualities embodied in — Twentieth — Century Welts will stand comparison with others that come considerably higher in price.

It is because of the nature of the material and workmanship used in their making and our ability to employ such and keep the cost down, through the methods we use.



Men's Retail at
\$4.00 \$4.50
\$5.00

Boys' Retail at
\$3.50 \$4.00

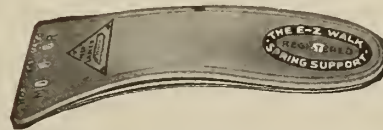
The C. E. McKEEN CO.
QUEBEC CITY

THE E-Z WALK

TRADE MARK

SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN

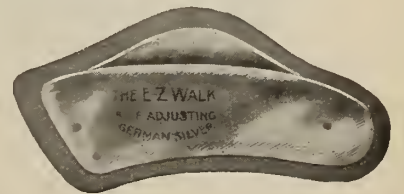


The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet they conform to every characteristic of the foot and need no breaking in.

LIGHT — FLEXIBLE — DURABLE

They are ready sellers and every customer becomes a sales agent for you. Every pair guaranteed against breakage and flattening for 6 months.



ORDER FROM
YOUR JOBBER

The Self-Adjusting E-Z Walk with side lip, steel spring and German silver bottom plate.

HANDLED BY ALL JOBBERS IN CANADA

THE E-Z WALK MFG. CO.
133 W. 14th Street - New York, N.Y.

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

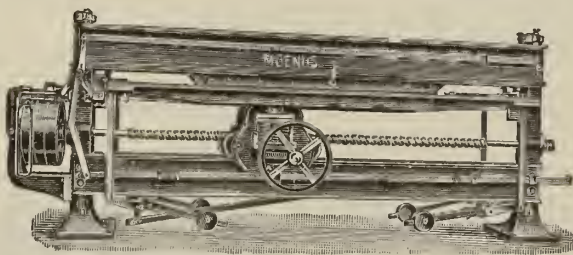
225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

MOENUS MACHINE COMPANY

FRANKFORT - ON - MAIN, GERMANY



"Altera" Embossing and Ironing Machine

Most beautiful deep Embossing
Any grain or design can be done to
highest perfection.



Complete Album of grains sent free
on application.

Machinery for Tanners, Curriers, Belting, Boot
and Shoe Manufacturers.



A FEW
INSIDE FACTS
ABOUT
EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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  trademark 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.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

LOGANS - - *the leather of quality* - - LOGANS

Did you get in on our

UNION OAK SLAUGHTER SOLE?

If not, better send that postal right now

It's real good or we wouldn't mention it.

LOGAN TANNERIES LIMITED, PICTOU, N.S.

CANADIAN SHOE MANUFACTURERS

WRIGHT & WRIGHT

Makers of **CHROME VELVET OOZE SPLITS** suggest to you the advantage you have over your competitors by using our stock for **BUTTON FLIES, OXFORD QUARTER LININGS, GUSSETTS AND SOFT SOLES.**

Office and Salesroom—109 Lincoln St., BOSTON, MASS., U.S.A.

PUT THEM IN YOUR SAMPLES

Tannery—LYNN, MASS., U.S.A.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.



THERE are two prominent features to Monarch and Brandon Shoes.

They carry the style that creates sales and they give the satisfaction that makes and maintains profitable custom.

These features have worked wonders for us and will do the same for you if given a fair opportunity.

Begin with an order for a good range of Spring Styles.

BRANDON SHOE CO'Y
LIMITED
BRANTFORD - - ONTARIO

In the heart of the Shoe & Leather District

United States Hotel

Beach, Lincoln and Kingston Sts.

BOSTON, MASS.

Only two blocks, from the South Terminal Station and easily reached from North Station by Elevated Railway, and convenient alike to the great retail shops and business centre, and also to theatres and places of interest.

American Plan :

\$3.00 per day and upwards.

European Plan :

\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

Tilly Haynes,
Prop.

James G. Hickey,
Manager.

KIAMENSI ORANGE R. R.

FAST TO LIGHT

Dyes absolutely even uniform shades on all kinds of

CHROME LEATHER

Can be used with Extracts and with Acid or Direct Colors

SAMPLE ON REQUEST

F. E. ATTEAUX & CO.

BOSTON

Gloversville, N Y

Chicago

Montreal

**BOOTS AND SHOES THAT
STAND ROUGH WEAR**

FOR

**CRUISERS, RIVER DRIVERS
PROSPECTORS, SURVEYORS,**

IN

STANDARD SCREW AND GOODYEAR WELTS

C. B. Dayfoot & Co.
GEORGETOWN - - ONTARIO

The Quaker Shoe Co.

Makers of

Men's, Boys', Youths' and
Little Gents' Medium
and Staple Lines

The Bonner Leather Co.

Manufacturers

GLAZED KID

(Black and Colors)

CHROME LAMBS

(Glazed and Dull)

1060 Notre Dame St. W., Montreal

CUTTING DIES

of every Description for

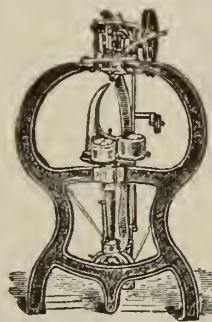
**Leather, Rubber, Paper, Cloth,
ETC.**

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

Dominion Die Co.

321 Aird Ave., Montreal, Que.

Phone E 3778



McKay Sewing
Machine

ESTABLISHED IN 1869

OLDEST SHOE MACHINERY FIRM
IN CANADA.

KIEFFER BROS.

Dealers and manufacturers in
Non Royalty Shoe Machinery.

Duplicate parts for all kinds of shoe mach-
inery always kept in stock. Ask for prices on
Shoe Racks and dieing out Blocks.

96 Prince St.,

Montreal.

J. E. DUPRE

A. BAILLARGEON

THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL

DUCLOS & PAYAN

Tanners of CHROME SOLE

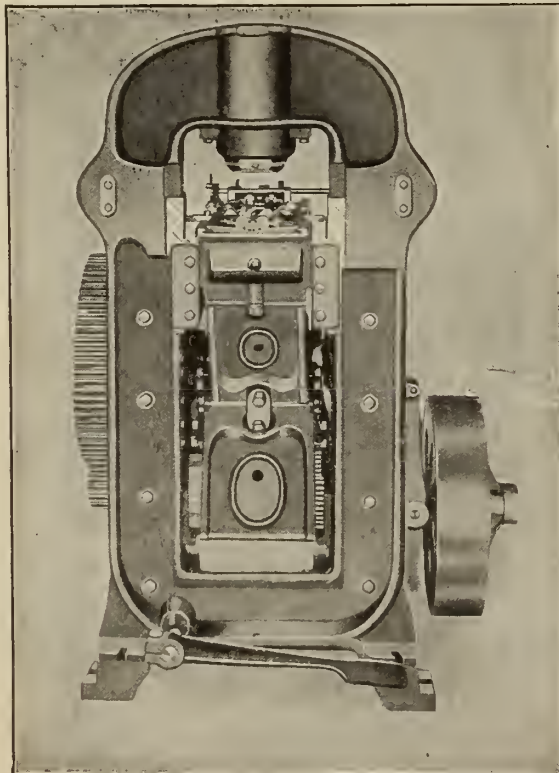
We were the first in this
country to make this leather
and are still in the lead.

Write for samples and prices.

**Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL**

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YOUNG AUTOMATIC HEEL COMPRESSOR

Adapted to Compress all kinds of Heels
Capacity 5000 to 8000 pairs daily.

We Build the only complete line of Heel Making Machinery

This includes the

WEDGE LIFT DINKER
HEEL BUILDER
HEEL LIP CUTTER
WEDGE STRIPPER
LIFT GOUGING MACHINE
HEEL COMPRESSOR

Send for our Illustrated Pamphlets To-day

W. J. Young Machinery Co.
LYNN, MASS.

Jim Robinson's "Hustle-up" Order Service

This is the service you will want for your Fall and Winter Sorting.

Because, through experience I realize how important it is to the merchant that his sorting orders should receive the most prompt and careful attention and therefore I have made my preparations accordingly.

I am in position to give all sorting orders the manner of attention desired by every merchant.

A large stock of all lines required for these seasons always on hand and an organization capable of handling all calls for goods, quickly and in good order.

When making out your sorting orders think of the service you can get here and just address them to

James Robinson

182-186 McGill Street - MONTREAL



A Good many up-to-date shoe retailers are going to reap a big benefit this season by being prepared.

The wet, rainy and rough weather will soon be upon us.

Are you prepared to handle this business?

If not, you cannot overlook the unexcelled service we are in a position to offer.

Sort up with our goods.

When you sell the "Miner" and "Shefford" Brand you are furnishing your patrons with the best Rubber Footwear that skilled workmen, with the very finest materials and employed in the most modernly equipped factory in Canada, can produce.

MINER
EANS
ERIT

MINER RUBBER CO., Limited
GRANBY, MONTREAL, TORONTO, QUEBEC

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some Pointers for the Retailer

The Question of Returned Goods and
Glaring Impositions on the Trade
* * *

Valuable Suggestions and Sketches for
the Christmas Shoe Window
* * *

Jobbers Comment on Retailers Sending
Persons to Them with Orders
* * *

Checking the Leaks That Undermine a
Business and Eat Up All Profits
* * *

Salesmen Should Explain Why Shoes are
Worth the Price Asked for Them

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

“KANT KRACK”

“DAINTY MODE”

ROYAL and
BULL DOG
RUBBERS

ELMIRA
FELTS

TRICKETT'S
SLIPPERS

OIL TANS

MOOSE
MOCCASINS

ETC.

Here is a list of lines in which the public will be particularly interested from now on, as they are lines of footwear which people will require for the cold and rough weather.

And when such goods begin to move they usually go with a rush and unless one keeps very close tab on the stock, many gaps rapidly appear.

Don't let it worry you, though. I have the goods right on hand, ready to get away to you on a moment's notice.

It is simply a matter of your sending your order along and then rest assured you will get what you want in quick time and good order.

It might be advisable for you to run over your stock now and see if there is anything needed.

**James
Robinson**

**182-186
McGill
Street**

**Montreal
Que.**



ASK FOR
So-Cosy
TRADE MARK
SHOES

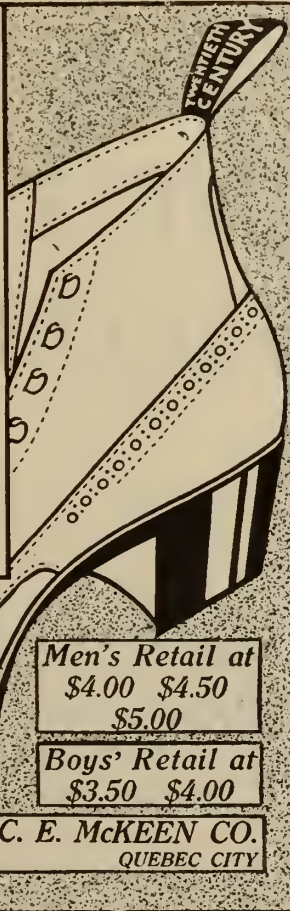
GET wise to Soft Sole shoe values. There's a *So-Cosy* difference. Be sure and get *So-Cosy* value. Your jobber can supply them at from \$1.50 per doz. to \$12.00 per doz. pair.

HURLBUT CO. LIMITED
PRESTON CANADA

It is not so much how a shoe appears just out of the factory, but how it looks after the wear of a month or so.

— Twentieth Century Welts

are built to retain their shape and give the greater degree of service in every department. That's what makes them worth handling.



Men's Retail at
\$4.00 \$4.50
\$5.00

Boys' Retail at
\$3.50 \$4.00

The C. E. McKEEN CO.
QUEBEC CITY



You can Create Considerable Increase in your Finding Sales with the - - - -
FEATHERWEIGHT ICE-CREEPER

Because it is an article that will appeal to many if they are but made aware of its existence.

You know the difficulty in walking on ice. So do your customers.

Your suggestion of an article that will afford them comfort and protection in walking will be appreciated,

And there's good money in it for you. Get them from your jobber,

P. E. BOIVIN
PATENTEE AND MANUFACTURER
GRANBY, QUE.
ALSO TROY, N.Y.

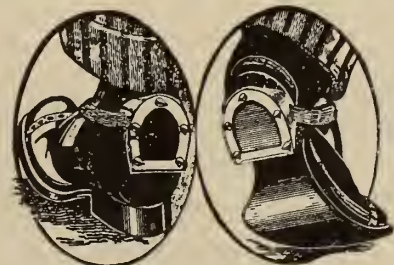


Fig. 1
Fig. 2
Fig. 1 shows creeper pushed up from heel when not in use. Fig. 2 shows creeper in use.

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

LAGAUCHETIERE AND ST. MONIQUE STREETS

122 Adelaide Street West, TORONTO

- . . MONTREAL, QUE.

492 St. Valier Street, QUEBEC

Six good reasons why "Bestyet" Russia Tan Calf should be used in your tan shoes

Prompt Delivery *First of all you can get "Bestyet" on a rush order. Because we feel so sure of this new Tan Calf, and of its coming popularity we have prepared for a big rush. That rush has commenced. Get your order in now.*

Every Skin the Same *"Bestyet" runs absolutely even in color and texture from skirt to skirt, and from head to tail of each skin.*

No Matching of Shoes Required *All "Bestyet" Skins being the same means that all shoes from "Bestyet" will match. You'll save all the time and trouble now spent in matching vamps before your shoes are put into cartons.*

Your Shoes Go Clean To Retailer *Using "Bestyet" you do not need to send out a dirty shoe, for all the stains of manufacture can be easily washed off with castile soap and water.*

"Bestyet" Has the Ideal Tan Shade *"Bestyet" has a deep rich shade that approaches nearer the ideal tan color than anything we have yet seen. It's not too deep, it's not too light.*

The Sun will not Fade "Bestyet" *Actual tests have proven that "Bestyet" will stand the sun as no other tan leather will. It can be shown in windows without coming to any harm.*

DAVIS LEATHER COMPANY, LIMITED
NEWMARKET, ONT.

Not 100 per cent.
but 200 per cent.

more shoes sold in the last two months than previously sold in a whole year.

That is the record of our salesman W. E. Gerrish in the South Eastern provinces of Canada.



Stock No. 903
Price \$2.25
Mat Top Gun Metal Button Boot



Stock No. 902
Price \$2.25
Mat Top Patent Button Boot

**HIGH GRADES at
MEDIUM PRICES**

are bringing increased business to us and to the dealers selling our shoes.

*Write for our New Catalogue of shoes
in stock for Immediate Delivery*

P. J. HARNEY SHOE CO. LYNN, MASSACHUSETTS



ARE YOU SHORT OF RUBBERS?

WE HAVE THE GOODS
AND CAN SHIP THE SAME DAY
YOUR ORDER IS RECEIVED

Address Your Orders to

THE KAUFMAN RUBBER CO.
LIMITED

BERLIN

Factory and Head Office.

TORONTO

76 York Street.

OTTAWA

281 Wellington St. E.

MONTREAL

310 Craig St. W,

VANCOUVER

EDMONTON

SASKATOON

WINNIPEG

ST. CATHARINES

FREDERICTON

TRURO

CHARLOTTETOWN





You can get
 "Reginas" just
 when you want
 them



THE "Regina" in-stock department can take care of all your orders immediately. No waiting, no delays, no vexations, no substitutions. When you order "Reginas" from a traveler, or direct, you know you are going to get what you order, and get it just when you want it.

This means much to you, especially during the height of the season. Avail yourself of this opportunity to lessen your worries and increase your profits.

Welts or McKays — we have both in stock.

Regina Shoe Co., Limited
 MONTREAL

J. I. Chouinard, Sales Agent, carries in stock all lines of shoes made by us





*The
PERTH
SHOE
is
good
to
handle*

Because - -

It is a Goodyear welted woman's shoe, containing all the features and qualities of a high grade shoe and yet made to sell at a popular price.

Because, your ability to give the greater majority of your patrons a real good shoe at a price which meets their views, affords you greater protection against dissatisfaction. And because of your ability to extend greater satisfaction to your customers you increase the value of your business, for every satisfied customer becomes an asset.

And now we would strongly advise your giving the Perth Shoe a good try out because we know you will find it a good profit producer, and besides, we are anxious that it should have the opportunity of bearing out our statements.

If one of our travelers has not seen you as yet, please let us know.

**WINN COMPANY
LIMITED**

PERTH

:::

ONTARIO

Real Felt Shoe History

And
Your
Guide



For
Highest
Quality

FELT Shoe History will show that "Elmiras" have been first in almost every important warm footwear improvement that has resulted in added comfort to the wearer and pleasure and profit to the dealer. They are good throughout and have an established record for dependability equalled by no other brand of Felt Footwear.

The care taken in making "Elmiras" *the best* Felt Shoes is absolutely responsible for the growth of "Elmiras" from a small beginning twelve years ago to one of the largest and best equipped Felt Shoe plants in the world to-day.

"Elmiras" combine that dependable quality, honest construction, the style and fit, long wear and lasting shape and the healthful warmth which produce the *Only Best* Felt Shoes and Slippers that the particular retailer wants and must have to get and hold the Felt Shoe trade of his community.

IN this connection a good suggestion is, get your orders in early for "Elmiras," and don't forget that all genuine "Elmiras" have the above trade mark stamped on every pair.

"Elmiras" are sold by the Best Jobbers only.



MR. RETAILER---

- ☞ *Factory organization such as ours means something.*
- ☞ *It means that you get a better shoe than ever before for one thing.*
- ☞ *It means, also, that we are pleased at being able to give you the service your patronage merits.*
- ☞ *Command us in any way—we are thoroughly ready for you.*
- ☞ *At your service—wire, phone or write.*

*ASTORIA and LIBERTY Brands
Retail at \$4.50 to \$7.00 and higher.*

The
COOK-FITZGERALD CO.
LIMITED

LONDON - - - ONTARIO



There's a "Columbus" Rubber for every Shoe



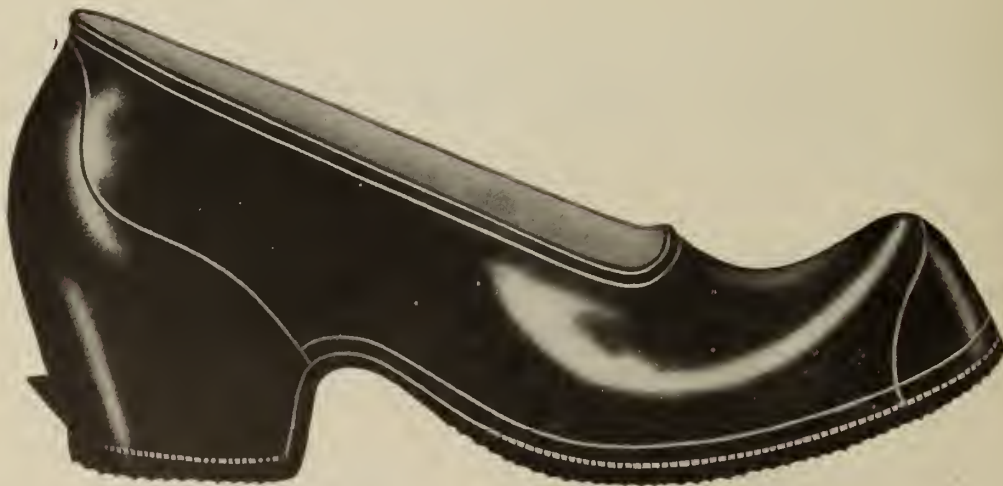
FITTING is not a hard matter to the dealer selling "Columbus" Rubbers. For besides being made to fit every size of shoe snugly, yet not too tightly, they are made in shapes to conform to the latest lasts. With a full assortment of "Columbus" Rubbers in stock there will not be a shoe come into your store that you will be unable to fit correctly.

This, Mr. Dealer, is but one of the reasons why you should be a "Columbus" dealer.

**Columbus Rubber Co'y of Montreal
Limited**

Montreal - - Quebec

J. I. CHOUINARD, SELLING AGENT



Don't be forced to say: "I haven't it in Stock"

You yourself perhaps, have lost sales in the past because you allowed your stock to get "ragged" on some good-selling lines.

Don't let it happen this Fall Season. Especially don't let it happen with your stock of Linton Welts. For you know you won't have any other line that you can profitably substitute for Linton's. And besides there'll be more men asking for Linton's this season, than there were last, simply because those Linton's you sold last season have been advertising you and your store.

Better sort up on Linton's right now.



JAS. LINTON & Co.

Head Office and Factory
MONTREAL

Branch Office
WINNIPEG

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909 NON
 PERSPIRO



Have You Ever Noticed

that very often the customer who is the hardest to sell, gives you greater satisfaction when you finally land him, and mostly always becomes one of your best customers? With the "Doctors" Antiseptic Shoe you can sell the most difficult proposition, that is if you point out clearly the features to be found in the "Doctors" Shoe which are not embodied in other makes.

Demonstrate the fact that through a perfect waterproofing process, the "Doctors" is proof against the wet. Explain the construction of the "Doctors". Tell of three soles, one of which is of thermal asbestos which keeps the heat within and the cold without.

And remember the antiseptic treatment that keeps the foot in a perfectly healthy condition. Tell him of this and of the general satisfaction obtained by the wearer of the "Doctors" Shoe and you'll get him and get him solid.

You can order the "Doctors" through your jobber.

The
TEBBUTT SHOE & LEATHER CO.
 LIMITED
 THREE RIVERS - - - QUEBEC

The Just Wright
TRADE MARK SHOE

The Just Wright
TRADE MARK SHOE

The Just Wright SHOE

MADE IN CANADA
TO RETAIL FOR
\$5 to \$7



A SHOE WORTHY
OF ITS NAME

“GOIN’ SUM”

E. T. WRIGHT & CO. INC.

Rockland, Mass. - St. Thomas, Ont.

The Just Wright
TRADE MARK SHOE

The Just Wright
TRADE MARK SHOE

THE EMBLEM OF QUALITY

BEHIND ALL LAWRENCE PRODUCTS



A REPRESENTATIVE LIST TO SELECT FROM

GUN METAL CALF—Black, Tan

NUBUCK—White, Imperial, Gray and Brown

BLACK DIAMOND PATENT

WEILDA CALF—23 Shades

TANNED SOLELY BY

A. C. LAWRENCE LEATHER CO.

95 SOUTH STREET :: BOSTON, MASS.



"DORIS" LAST

Ladies' Gun Metal Calf, Blucher Oxford with Dull Collar, Eyelet Stay, and Fabric Quarter.



"PARK" LAST

Men's Gun Metal Calf Blucher Oxford with Fancy Quarter.



It's not what goes on your shelves. It's what goes off

Not every shoe that goes on your shelves nets you a profit. And the longer a shoe stays on a shelf the more it eats off the profit made by some other shoe.

The line to stock is the line that moves the quickest.

That's Rideau.

Snappy styles that meet present day demands in shape, finish and workmanship keep your stock moving at an even, healthy pace.



Stock Rideaus, and keep rid of shelf-warmers.

**THE RIDEAU SHOE
COMPANY, LIMITED
M O N T R E A L**



A FEW
INSIDE FACTS
ABOUT
EYELETS

BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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  trademark 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: Lagachetiere and St. Monique Sts. - MONTREAL, QUE.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC

Kant Krack**Dainty Mode**

1912-13 SORTING ORDERS

Doubtless you are one of the wise dealers handling I. R. Co. rubbers. If so, this is a reminder that your sorting orders will receive prompt attention.

If you are not selling our brands this is to ask that you order them now, to give them a trial.

These rubbers are snappy in style, long on wear, true fitting; and profit-producing by virtue of being quickly turned over.

MADE BY:

Independent Rubber Co.
LIMITED
MERRITTON
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Independent Rubber Co. Brands are
Sold By

The Amherst Boot & Shoe Co., Limited, Amherst, N.S.
The Amherst Central Shoe Co., Limited, Regina, Sask.
Garside & White Toronto, Ont.
Kilgour, Rimer Co., Limited Winnipeg, Man.
The J. Leckie Co., Limited Vancouver, B.C.
The London Shoe Co., Limited London, Ont.
McLaren & Dallas Toronto, Ont.
James Robinson, Esq., Montreal, Que.



“Redman Tuff Foot”

Boots and Lumbermen’s Rubbers

Note the Special Trade Mark in the shank of the Sole Cut, shown herewith. This brand on the soles of Boots and Lumbermen’s Rubbers means a great deal.



Red soles on Boots and Lumbermen’s Rubbers have proven much more serviceable than the ordinary black sole.

Our “Merchants” Lines all bear this special brand. There are many Imitation Red Soles, but don’t you believe them, because they are not genuine unless they bear the “Tuff Foot” Trade Mark.

Sold by

Canadian Consolidated Rubber Co., Limited

BRANCHES AT

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

A Foretaste of our New Fall, 1913 Styles



Sample No. 110.
Children's Pump.
Educator Toe Last.

We show you these styles at this advanced season as an example of the samples our travelers will be showing you at a later date. Needless to say, each and every one will be "right up to the minute." The shoes will be even better than the samples.

STAR SHOE LIMITED

Manufacturers of the "Star" Brand Shoe
MONTREAL - - - Quebec



Sample No. 1998.
Last No. 28.
Misses' Tan Calf.



Sample No. 01122.
Growing Girls' Shoe, Last No. 115, in
Patent, Gun Metal, Tan Calf.
Heel comes in 8, 10 and 12-8.

If it's anything
in McKays or
Turns, we
make it.
Ask us.



Sample No. 1121.
Last No. 28.
Patent Vamp, Cravenette Top.
Dainty and Stylish.

Watch Your Stock Closely!

On no account let sales go over to your competitors:

Keep well sorted in the following lines of which we carry a full stock in each of our branches:-

Fine and Staple Footwear

Rubbers

Felt Footwear

Oil Tans

Lumbermen's Wool and

Sheepskin Socks

The best of attention given to all orders, large or small

The **Big IN STOCK** Shoe House



AMES HOLDEN McCREADY, Limited

MONTREAL TORONTO CALGARY VANCOUVER
ST. JOHN WINNIPEG EDMONTON

**What Thompson Shoe Company, Limited
Has To Offer For Immediate Shipment**

**Just what the Consumer wants
— Right Now —**



No. 80 Last

Have you all sizes in stock?

If not—let us help you out by
return express.

No. 81—Men's Heavy Tan Storm Calf
whole quarter Blucher, Leather lined,
double sole, viscolized, Sizes 5 to 11.
Price \$3.80



No. 81 Last

No. 81½—Same boot in black. Same
Price.

No. 80—Men's Tan Grain whole quarter
Blucher, slip sole, viscolized, Sizes 5
to 11, E. width. Price \$3.00

No. 80½—Same boot in black. Same
Price.

No. 729—Men's Velour Calf whole quar-
ter Blucher, slip sole, Sizes 5 to 11.
E. width. Price \$3.10



No. 729 Last

No. 82—Men's Tan Russia Calf, whole
quarter, slip sole, viscolized, Sizes 5
to 11, E. width. Price \$3.25

No. 83—Same as illustration, leather
lined. Price \$3.65

No. 84—Men's Box Calf straight foxed
Blucher, double sole, viscolized, leather
lined, Sizes 5 to 11, E. width.
Price \$3.25

No. 85—Same boot, slip sole, cotton
lined. Price \$3.00

*The last mentioned four lines are on Lasts 524 and 481.
524 last is high toe, 1½ Military Heel, for young men.*

Thompson Cushion sole turn shoes for
women, more popular than ever.



No. 481 Last

Send for catalogue.

**THOMPSON SHOE COMPANY
LIMITED**

36 St. Genevieve St. - MONTREAL

The Key Note of every "Boy Scout" and "Scoutmaster" Shoe is Service Plus Style



They are well named "Boy Scout" shoes, because they are built to withstand just such knock-about use as the average boy scout subjects his footwear to. Yet they are stylish withal—and very comfortable.

"Scoutmaster" shoes are larger editions of the "Boy Scout" shoe—just as good for "dad" as for the boy.

Made in box calf and in heavy tan and black grain leathers with heavy metallic sole. Three leathers, tan, patent and gun metal carried in stock.

Did you get your
Catalogue yet?

There is one here
for you.

Ask for it.

Stock These Things
and Keep Your

JACKSON

78 St. Peter Street -

SELLING AGENTS FOR

Hyman's Metallic Chrome Sole Is Supreme



And it is one reason for the "service" given by every "Boy Scout" shoe. These soles will outwear 3 oak tan soles.

If this were not a fact demonstrated beyond all doubt, this leather would not be found in "Boy Scout" shoes.

It is put there to wear—not to give out. The shoe will be worn out as soon as the sole—an unusual happening.

Trade Winning Lines
Register Jingling.

What our "Boy Scout" and "Scoutmaster" Shoes are for Boys and Men, our "Girl Guide" Shoes are for the Girls.

S A V A G E
- - - MONTREAL

INNER RUBBERS

WHY NOT THINK



a little more seriously about the Boys' end of your business? Figure out for yourself what it will mean to you to secure the best you can buy for your money, and thus place yourself in a position to give the very best to your customer.

When you buy "CANADIAN BOY" Shoes you buy direct from the manufacturer, at rock bottom price; you get better value for your money; you make more profit, and, incidentally, you secure the best Boy's Boot in Canada.

SO WHY BUY MONGREL STOCK?

We carry our best selling lines in stock for sorting orders and your enquiries will receive careful attention.

THE RELIANCE SHOE CO., LIMITED

122 ADELAIDE STREET WEST

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MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

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This is the Tag
to look for on
your Staple
Goods



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STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.
Stocks held by G. Parsons & Son, Limited, Toronto

To Make a Few Leathers And to Make Them Well

THAT IS OUR AIM. OUR VOLUME OF BUSINESS PROVES THAT WE ARE SUCCEEDING

MOSCOW
(CHROME)

Box or Plain Dull Finish. A leather that will give you perfect satisfaction.

Prices reasonable.

Deliveries prompt.

NECHRO
(NEAR CHROME)

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

BROWN RUSSETT
(ECONOMICAL)

You cannot get a finer leather at the price.

It has made good with leading manufacturers in United States.

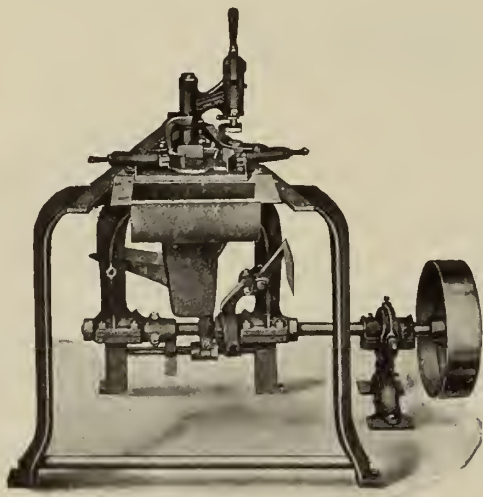
FLEXIBLE SPLITS—For either Welts or McKays. This is a grade of leather that we are proud of. You will not be disappointed in it.

CANADIAN MANUFACTURERS ARE ESPECIALLY INVITED TO GET QUOTATIONS AND SAMPLES

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CHICAGO, ILL.
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A Perfect Machine, Suitable for Building Heels of all kinds, either Men's or Women's, from Whole or Pieced Lifts

We Build the only complete line of Heel Making Machinery

This includes the

WEDGE LIFT DINKER
HEEL BUILDER
HEEL LIP CUTTER
WEDGE STRIPPER
LIFT GOUGING MACHINE
HEEL COMPRESSOR

Send for our Illustrated Pamphlets To-day

W. J. Young Machinery Co.
LYNN, MASS.



THOROUGH CONSTRUCTION AND SOUND MATERIALS

In the making of Williams Shoes ensures that degree of serviceability which creates real satisfaction on the part of the wearer.

There need be no hesitancy about placing them on the feet of the patron whose custom you are desirous of retaining.

The value they will show will go far toward making that custom perfectly solid.

WILLIAMS SHOE COMPANY
BRAMPTON - - - ONTARIO

ELK LEATHER

It has become one of our regular lines and an opportunity to submit you samples would be appreciated.

We can supply it in

TAN AND BLACK

Also Ooze splits in Colors and Blacks, in all weights.

Place a sample order with us, we can please you.

A. DAVIS & SON, Limited

Kingston Tannery



“McDermotts” in Your Window

Featured in your window McDermott Shoes will make a strong appeal to the women who were going to pass by. We say “were going” advisedly, for once they see “McDermott’s,” they will surely turn in to ask you more about these classy shoes.

Try a “McDermott” window.

THE McDERMOTT SHOE CO.

Women Shoe Specialists

Montreal



TRUE SUCCESS IS FOUNDED ON THE BASIS OF SQUARE DEALING

¶ In shoe retailing there is no surer method of square dealing than supplying your customers with shoes bearing the “Yamaska” brand. ¶ For the “Yam-

aska” brand is symbolic of honesty in shoe-making and every shoe bearing this brand must be able to give the greatest measure of value. ¶ Are you giving “Yamaska” Brand Shoes every opportunity to “make good?”

LA COMPAGNIE J. A. and M. COTE
ST. HYACINTHE, QUE.

3 PROFITABLE XMAS SELLERS 3

LADIES' BOUDOIR SLIPPERS

CHILDREN'S
SOFT SOLE SHOES



INFANTS'
FANCY MOCASSINS



ALL THE LATEST
SHADES IN ALL
SIZES
KEPT IN STOCK

*"IF IT'S NEW,
WE HAVE IT"*

L. H. PACKARD & CO. LIMITED - MONTREAL
SHOE STORE SUPPLIES

ENGLISH RUBBER HEELS

Made in a British Factory by British workmen in the British way, which assures quality and workmanship

Imported direct for the
Canadian trade

Revolving Rubber Heel, wears
evenly all round, will not tread
over. The long wearing ideal heel.



Write for prices and samples



Grey Rubber stationary heel, which
will give every satisfaction. Full line
of ladies' and gents' sizes carried.

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Protectors
(Rubber)

An ideal protection
for Soles. Suitable
for Boots, Shoes or
Clogs. Non-Slipp-
ing, Economical
and Comfortable



Can be
used either
without or in
conjunction with
either Revolving
or Stationary
Heel Pads Easily fixed. They are a luxury
for Tender Feet.

**THE PALATINE HEEL BRANCH OF THE LEYLAND &
BIRMINGHAM RUBBER CO., Limited, PRESTON, ENG.**

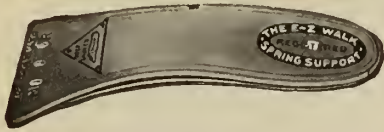
Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT.

THE E-Z WALK

TRADE MARK

SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN

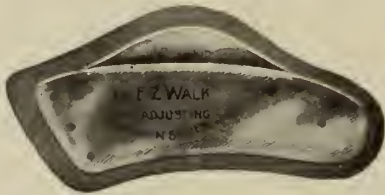


The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet they conform to every characteristic of the foot and need no breaking in.

LIGHT — FLEXIBLE — DURABLE

They are ready sellers and every customer becomes a sales agent for you. Every pair guaranteed against breakage and flattening for 6 months.



The Self-Adjusting E-Z Walk with side lip, steel spring and German silver bottom plate.

ORDER FROM YOUR JOBBER

HANDLED BY ALL JOBBERS IN CANADA

THE E-Z WALK MFG. CO.
133 W. 14th Street - New York, N.Y.

PETERS POLISHES

The outstanding features of Peter's Polishes are the ease with which the polish is applied, the short time required, and the brilliancy of the shine resulting for so small an effort.

And then there is the economical feature; that is the small amount of paste required to obtain the best results.

These are features, Mr. Merchant, your customer's will appreciate, and you will appreciate the profits derived from handling such a polish.

Agents wanted in cities and towns throughout the Dominion.

617 Queen St. W. - Toronto

Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

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 CO.

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130 W. Michigan St.

NEW YORK
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BOSTON, MASS
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ST. LOUIS, MO.
619 E. Eighth St.

In the heart of the Shoe & Leather District

United States Hotel

Beach, Lincoln and Kingston Sts.

BOSTON, MASS.

Only two blocks, from the South Terminal Station and easily reached from North Station by Elevated Railway, and convenient alike to the great retail shops and business centre, and also to theatres and places of interest.

American Plan:

\$3.00 per day and upwards.

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\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

Tilly Haynes,
Prop.

James G. Hickey,
Manager.



THERE is real satisfaction in retailing goods in which you can place every confidence. Surpass Shoes are worthy of your confidence because they are honestly built shoes, and shoes you are able to obtain at prices which allow you to give the greater value to your customers, and make a good profit.

And this is the kind of business that gives you a reputation for fair and square dealing and gives you that for which you are striving—legitimate profit.

**LOUIS GAUTHIER
COMPANY, LIMITED**
QUEBEC, P. Q.

DEALERS know that there is no leather like "P & V" Glove Leather for heavy working gloves and mittens. "P & V" Leather is in a class by itself, because it is the best wearing leather made and because it stays as soft as a piece of cloth, no matter how worn or used. Build up your trade by using

"P & V" Glove Leather

We provide guarantee certificates free to any manufacturer who will use them with our leather. Put one of these certificates with each pair of gloves and so show dealers that you are giving them the genuine.

"P & V" Glove Leathers are as soft as a piece of cloth. They are chrome tanned and will outwear the stitching. They are made both from horsehide and cowhide. The horsehide is used mainly for gloves, and the cowhide for mittens. Send for a free sample book showing the various colors.

Pfister & Vogel Leather Co.
MILWAUKEE, WIS.



Did You Ever Wait Five Minutes For One Cent?

Have you ever been to the Candy Department of a store and noticed nicely-boxed candy with a 49c. price marked on it? Have you ever bought a box of this candy, tendered 50c., and waited five minutes for one cent?

Does this condition exist in your candy department, or in any other department in your store? Careful investigation shows that most large stores

are dissatisfying customers and losing money in just this way.

This sort of thing does not happen in the small candy shop. It has no need to happen in the large department store. It does, however, because the system of handling cash is not suited to the particular requirements of that kind of department.

STUDY THE NEEDS OF YOUR DEPARTMENTS. CONSULT
OUR REPRESENTATIVE AS TO THE REMEDY.

Write for Free Booklet

THE NATIONAL CASH REGISTER COMPANY
285 Yonge Street, TORONTO

Canadian Factory, Toronto

SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Vol. XXVI. No. 23

TORONTO, DECEMBER 1st, 1912

\$1.00 per Year — In — Advance

Do You Possess Ability to "Size Up" Customers

Some Peculiar People and How They Should Be Treated—Women Appear to Be Worst Offenders in Demanding Attention and Then Walking Away Without Making a Purchase—Eastern Dealer Relates His Experiences

"Yes, you meet all kinds of customers in a shoe store—the cranky, the miserly, the churlish, the sagacious, the affable, the pompous, the erratic—dear knows how many others for I am short on adjectives. There is no better way to study human nature than by selling footwear," declared a Halifax retailer.

"I would rather wait on a man, as they are not inclined to be so fussy or particular and do not go around from place to place shopping merely to put in the time as some women do. I admit that when you get hold of a pernickety or finical man he is a 'pippin,' to use a slang expression. There are two classes of male customers that I detest—one who thinks that he knows all about shoes, and values. He informs you about the weak points in every boot that you present, telling you exactly what styles you should stock. He seeks to let you know that he knows something about leather and insoles and counters and linings and box toes, for he had a nephew or grandfather in the shoe business at one time or he worked in a factory or a wholesale establishment. The other chap is one who wants to squeeze his number ten foot into an eight shoe, or declares that your shoes are old style, or that you have not things good enough for him in stock, or that Blinkens, down the street, keeps a much nicer assortment. He fusses and fumes around and acts the part of a cissy or a cad. Most men however, are sensible, thoughtful buyers and are willing to pay a good price for a good shoe. They want value for their money and if you point out to them that a shoe is worth what you ask for it and explain its superior points, they are not generally very long in coming to a decision.

The Professional Female Shopper

"I believe that I can fit and sell two men while I am attending to the pedal wants of one woman. It is not unusual for a certain feminine type, who has plenty of time on her hands or a few dollars to spend, to go around from store to store. In some places they call these females 'professional shoppers' and in others 'crows,' for they seldom buy and are only looking about. To my mind they are a worse nuisance than suffragettes. They will stand outside a while and then will come in with a remark, 'I want a pair of dainty evening slippers. There is a style in your window that looks very nice, but I do not think that you can fit me. In fact, I am sure that you cannot, because I have been around and none of the other stores have my size or width in the kind that I desire. However, I would like to see your styles in satin or kid slippers.

"You might as well make up your mind at first that if you sell that woman you are a dandy. You can rarely if ever induce her to take off her shoe to be fitted. No, she will not even be seated. She will look at each shoe that you present and find some fault, imaginary or real, with it. The heel is too high or too low, the toe is too broad or too narrow.

If the shoe is all right then the price is higher than she cares to go, or she can do better, she thinks, down at Tompkins'. Of course, you have to be polite to such visitors, but if there are other live 'prospects' in the store do not waste too much energy on these fair, time-killing callers, who merely want to view the styles and are not buying to-day. 'Only looking around,' they assert, with every confidence that 'you cannot suit them.' Their mind is negated on this point and you can seldom convert them.

First Get Your Customer Seated

"Do you know that there is a knack in selling shoes. If a caller comes in I first endeavor to have her take a seat and then proceed to remove her shoe. I pass some general remark, perhaps, about the weather when taking it off, and I seldom ask the size. I am speaking now of women customers. I endeavor to get a glance at the lining and find out the size and width of the old shoe. Then I inquire politely if the pair that she has been wearing have given satisfaction or are comfortable, and if I receive an affirmative reply, I next ask if she would like something similar or would she prefer a little shorter vamp, a higher cut or a more receding toe. I am then fairly into the problem of selling. In the meantime I have noted if there is any foot trouble or any peculiarity in the wear of her shoe. I can generally make a sale with a customer who will be seated and allow herself to be fitted.

Judicious Use of Measuring Stick

"Talking about sizes, I see that some shoemen advocate using the measuring stick on all parties. Now, that is not advisable. If a young girl comes in and tells you that her size is four and you take down the measuring stick she is inclined to grow indignant and thinks that you doubt her word. It is tantamount to saying that she does not know her size. If you went into a haberdashery store to buy a stand-up linen collar and the salesman asked you what size, and after telling him he brought out a tape measure and started to place it around your neck, you would very soon advise him of what you thought of such an insulting act on his part and beat a retreat. So you see that it is not wise at all times to use the measuring stick. You must be a student of human nature to be a successful shoeman to-day.

"It is often in the way you say a thing. If a shoe is a little large for a woman who takes a fancy to the last, and you bluntly exclaim that you can insert an insole and then you are sure the boot will fit, she may retort, 'I will not wear a hot, heavy insole.' But if you remark pleasantly, 'Now, I can place one of our light, zephyr-weight fillers in the shoe and it will, I am sure, then give you every ease and comfort,' she is not likely to object. Yet, perhaps, there is no more difference between a zephyr-weight filler and a canvas insole than there is between a violin and fiddle, yet

there is a distinction in the sounding of the words themselves. Violin is a much more dignified title for 'the king of all musical instruments' than is a fiddle, and filler sounds more pleasing and comfortable than insole.

Soon Learn to Read Customers

"I can generally tell by the way that a woman comes into the store whether she is going to buy or not. If I know by reputation that she is a mere curiosity shopper, I have worked a rather agreeable revenge on a few of this sort. I will show her a shoe which I know is smaller than she can wear. It will perhaps be a size three C width, in a tan welt with Cuban heel, short vamp, artistic perforation, and coin toe. It will be smart and dressy and one of my best selling lines which I retail at five dollars. She will examine it critically, express admiration for it, and perhaps ask the price, and I will tell her three twenty-five. She knows enough about footwear to recognize that at this figure it is a decided bargain. Then she becomes interested and wants perhaps a four and a half, E. width. I inform her I am very sorry, but that I am just out of that size. Of course, she will not want any other that I have in stock, as you know an eccentricity of human nature is for a customer to want always just what you have not got, and want it badly. If such a caller was a regular purchaser I would soon take means to secure if possible her width and size, even if I had to send to another store, but with the professional shopper, never.

Women Sensitive on Pedal Size

"Women are very sensitive in the matter of sizes too, and you know that the makes of different factories vary somewhat in the fitting qualities. If a woman is in the habit of wearing a four, and you find that she really should have a five in order to give her satisfaction and fit her foot properly, do not produce a shoe and tell her that it is a five. Impress upon her that it is a four a little larger than the other four that she has just tried, and explain that there is a variation in measurement according to the style of last used. I am frequently asked if I have not a larger four in the same style. I always say yes, if I think the woman had made up her mind to buy or is pleased, and then I produce a four and a half or a five. Ten to one she will never discover the difference and she goes away happy in the delusion that she can still wear her favorite size, whereas, if you let her know that she was getting a five, she would at once jump to the conclusion that her foot was growing larger and refuse to buy. Women as a rule are punctillious in the matter of age and the size of their pedal extremities. Always cajole them in the idea that they have perennial youth and small feet, and you will steer clear of many entanglements."

Eastern Canada Good Place to Live

It is the opinion of Mr. Joseph Daoust, of Daoust, Lalonde and Company, Limited, Montreal, that there are worse places to live in and to do business in than Eastern Canada. Mr. Daoust recently returned from the Northwest and British Columbia, where he spent several weeks both on business and pleasure, but principally to see the country and form his own estimate as to its present and future prosperity. He thinks the good words said for the West are well spoken, but there is no doubt that in some particulars a little too much boosting is plainly evident. Particularly is this the case with real estate, and his views in this particular are in line with those expressed in the last issue of the Saturday Evening Post by the noted writer, Agnes C. Laut.

Trade conditions also in many lines might be improved. Business is buoyant as a whole, but competition is of the razor-edged variety—very keen. Especially is this the case in the retail shoe trade. As an instance of this, Mr. Daoust stated that there are about 85 travelers coming to Vancouver, counting both Canadian and American houses—a number all out of proportion to the business to be secured. The American firms are strong competitors for this Western trade, and as a result of such competition cut prices and very

independent retailers are in evidence. Taking conditions as a whole, Mr. Daoust stated that he did not think they justified an Eastern manufacturer in going after Western business to the neglect of his Eastern trade. When traveling expenses were considered, a whole lot more business had to be secured in the West than in the Eastern territory to enable the Eastern manufacturer to show a fair margin of profit.

Keeping Handy Record of Customers

Several improvements have recently been made to the interior of the handsome shoe store of J. C. Budreo, 1344 Queen street west, Toronto. The hosiery department has been removed from the centre to the rear of the store affording more space. Several attractive oak settees have been placed in position, and other alterations of a pleasing character made. Mr. Budreo has adopted a card index system, which has greatly facilitated keeping a record of the wants of his numerous customers. The name and address of every purchaser is taken as well as the telephone number if he or she has a phone. The style of boot purchased is noted and a record kept of future wants so that, by referring to the card when certain fresh goods arrive or a particular last is desired, the proprietor is enabled to notify the party by telephone or through the mails that the footwear is at hand and ready for inspection. Mr. Budreo specializes in narrow widths and keeps certain lines in A and even AA widths. The cards, which are white, 5¼ long by 3½ wide, bear the following inscription and as a ready reference they would be hard to excel. The following is the form:

Name
Address
Date Phone
Style Purchased
Intend Buying
Remarks
Clerk Dept.

He Came West to Study the Market

R. D. Taylor, of the Robert Taylor Co., Halifax, N.S., who was on a trip recently through Ontario and Quebec, has returned home. His impressions on the leather situation as given in the Maritime Merchant are decidedly interesting, as he made the visit especially to inquire into the present condition of affairs. "I had an idea before I left," said he, "that perhaps our friends in the tanning business were deliberately bulling the market. It seemed hard to believe that advances should follow each other so rapidly.

"Well, to shorten the story, I made the trip, and I found that conditions were quite as bad as they had been represented and that still higher prices are almost an absolute certainty in the near future. The situation with the tanners is this: They can't get the hides, and as a consequence they are curtailing their output of leather, and big demand for leather by shoe makers and others in view of the small production by the tanneries, has created such a scarcity that where the supply is to come from to meet them, nobody seems to know. Of course at the very bottom of the trouble is the decreased production of cattle. To get hides you must have cattle, and to get enough for the world's present requirements, means that you should have a great many more than were necessary to meet the demand of a few years ago. More shoes are needed this year than last year, and next year still more will be necessary, for as the population increases, and the people of the world generally become better to do, it isn't hard to see what the effect of this condition must be on the demand for shoes. One thing that may not have occurred to people in this country as having a prospective influence on the shoe question, is the fact that both China and Japan are adopting our kind of footwear. Think what it will mean when the whole population of these two countries are buying yearly even one pair of our kind of shoes."

Attractive Shoe House in the Eastern Townships

Established for Thirty Years the Wiggett Store Has Gained a Wide Reputation—A Well Equipped Repair Branch Maintained—Interior is Spacious and Departments are Well Laid Out

One of the most inviting and imposing shoe stores in Eastern Canada is that of J. A. Wiggett & Co., 59 Strath-



N. L. WIGGETT

cona Square, Sherbrooke, Que. This flourishing business was established thirty years ago by the late J. A. Wiggett, who passed away in 1910. His son, N. L. Wiggett, who had

ten years' experience with his father, was appointed manager, and is now conducting what is regarded as one of the most attractive and up-to-date boot shops in the province of Quebec.

The firm carry a large range of high-grade footwear for both men and women and have on their shelves the output of all the leading Canadian manufacturers. They also carry on a shoe repairing business which they find is very essential in connection with building up a strong and active connection with the people. The store has a nice interior as the accompanying illustration shows, and visitors to the city of Sherbrooke are always favorably impressed with the handsome appearance of Wiggett & Co's. establishment.

N. L. Wiggett, the manager, is an enthusiastic and alert shoe man, and also takes great interest in sports. He was a member of the Sherbrooke champion hockey team and has always been a supporter of clean, manly athletics.

The firm attribute their success to the fact that they have always kept a well selected and carefully bought stock. They have the goods arranged throughout the establishment in a very convenient manner so that no time is lost in finding any particular style of boot. Efficiency of service has been closely studied and there is no lost motion in traveling all over the premises such as there is in some less business-like shop. The store is well lighted, the seating and fitting arrangements are exceptionally good, and special attention is paid to window displays, which Mr. Wiggett regards as the best kind of advertising. Seasonable trims are put in and various accessories used to enhance the beauty and graceful outlines of the shoes which are presented for public inspection.

"Windows," said Mr. Wiggett, "are as much of an asset to a retail enterprise as are good clothes to the indi-



THE INVITING INTERIOR OF THE WIGGETT SHOE STORE IN SHERBROOKE

vidual and everyone knows that stylish garments constitute a passport to many places of preferment. Practically all real estate and rental values are based upon so much per foot frontage, and therefore window space should be capitalized at its full value. It is not necessary to crowd the window, but to exhibit a few distinct lines with artistic price cards so that one may carry away a definite impression of



A SMART WINDOW TRIM

what is smart and attractive in footwear. Too many shoes dull the sense of perception and give one no clear idea of what the distinguishing lines and new shapes of each season mean. A shoe store may become noted, not only for the well fitting and durable qualities of its stock, but also for affording the public by means of window trims, constant instruction in styles and lasts."

Have Prices Gone Up Too Much?

"We think the Canadian manufacturers have advanced the prices of their shoes more than necessary and are allowing the American houses to come in and increase their orders in Canada," write W. F. Muirhead & Co., of Fernie, B.C. "We do not consider that the turnover in business has increased in proportion to the advance in rent, wages, etc." the firm add. "We would like to get the margin of profit that we did five years ago. Store rents have gone up about ten per cent. and the wages of salesmen about the same, within the last ten years." The firm pay a great deal more attention to their window displays than they formerly did. Regarding the average prices of footwear in the West they say the men's welts retail at \$5.50 per pair and ladies' at \$5.00. Men's heavy shoes average \$3.50 and women's McKays \$3.00.

"It is easier," they assert, "to get an advance on the \$5.00 shoes than on the \$3.50 one. Our stock is not turned over as frequently as we would like to see it and we attribute the cause to lack of customers. We have found that the most effective means in accomplishing a frequent turnover in stock is careful buying, nobby goods and allowing no style to remain on the shelves too long."

"A man in the business to-day must keep right in front of the procession. Do not be stingy; spend good money on your store appearance; light the store and windows to the very best advantage; hire sufficient and efficient help; have up-to-date, reliable salesmen; sell popular priced goods; sticking to your own particular line of goods. These pointers will bring profitable business," declare Johnston's Big Shoe House of New Westminster, B.C. Continuing, the firm say: "A good live clearance sale twice a year, together with condensing the accounts and the number of lines bought is one of the best methods in accomplishing a frequent turnover of stock. Owing to our increased volume of business between the present and five years ago, we can practically do business on the same margin of profit. Rents

are now about double to what they were a few years ago, while first-class shoe salesmen command an average of 25 per cent. more for wages. We find that advertising pays well only for special sales, which we hold twice a year. Standing or running ads. are not of much advantage. We spend large sums on store and window fixtures and employ an extra good window trimmer. We find that it pays us. Speaking of the shoe trade generally, the cost of doing business depends largely on the buying qualities. Buy from as few houses as possible; buy as few lines as possible; buy largely on good selling lines and keep them sized up; do not speculate in sample orders; or a few dozen pairs 'just to try them,' as they say. Purchase good staple bread and butter shoes in women's, men's and children's. These are the money makers. And be sure to make your windows talk. It is possible to turn over your stock as frequently as you think it should be, if one follows these rules—at least we have found it so. While people are quite willing to pay any price for a good shoe, still we believe in sticking to the popular priced lines, namely, \$4 to \$5 for women's and \$5 for men's. We sell some shoes to-day as high as \$11 per pair, which is possibly the highest price for footwear in this section. The customer has confidence in the shoe and pays this figure willingly. We have received practically no complaints with regard to the present prices asked for the better grade of boots."

Where Shoemen Are In Office

The Ontario Hockey Association has re-elected officers for the coming year and the shoemen once more figure prominently in the line up. H. E. Wettlaufer, of Berlin, who represents Charles A. Ahrens & Co., is president for a second term. He has proved a capable and obliging official. Kenneth Casselman, of Casselman Bros., shoe retailers of London, is second vice-president, and Jas. T. Sutherland, of Kingston, traveler for the Cook-Fitzgerald Co., of London, is a member of the executive committee for another year. The many friends of these gentlemen in the footwear arena are extending congratulations.



WHITE NUBUCK OXFORD,
ENGLISH LAST WITH RUBBER
SOLE AND 7/8 RUBBER
HEEL



WOMEN'S ENGLISH LAST WALKING
BOOT, FLAT TREAD 7/8 FLANGE
HEEL, TAN RUSSIA CALF

Some New Harney Styles



CLOTH TOP LONG FOX GUN
METAL BUTTON OXFORD,
MEDIUM HIGH LAST



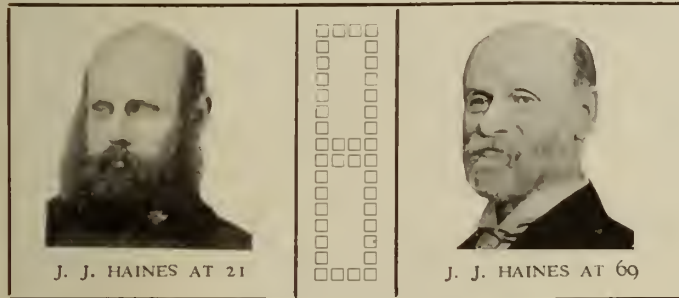
CLOTH TOP GUN METAL BUT-
TON OXFORD, ON MEDIUM
HIGH LAST

A Bald Head Got Him His First Job in Shoe Line

J. J. Haines of Belleville, Who Has Been a Retailer Forty-Nine Years, Recalls Some Humorous Incidents—Head of Historic Shoe House That Has Inaugurated Many Reforms—Pioneer of One Price and Strictly Cash

"Yes, there have been wonderful changes. In the old days persons thought it was not business-like to pay you the price that you asked for your goods. They wanted to dicker and beat you down. Sometimes they would come back two or three times and make you an offer for a certain pair of shoes, or, if they took two or three pairs, they would expect a substantial reduction.

"I think that we were the first to inaugurate the one-price policy, and we have stuck by it rigidly ever since. About twelve or fifteen years ago we adopted the strictly cash system of doing business, and now no one thinks of asking us for credit. Any success that I have met with in the shoe business I attribute to keeping faith with the public. People could always rely on what we said in the store, and in



our advertisements, for we have always been liberal users of printers' ink. When we conducted a sale it was a genuine one. Another evil that we got rid of was approbation. It gave us endless trouble and we lost a great deal by it. The practice grew to such an extent that it became a farce, and a number of years ago we wiped it out altogether.

"Long legged calf boots were much worn and were regarded as just the thing for all occasions. We often got in as many as 900 pairs in one shipment from Quebec. Brown & Charles were one of the first factories we dealt with."

First Sold the Penitentiary Shoe

J. J. Haines, of Belleville, who has been shoeing the people of the Bay of Quinte district for nearly forty-nine years, was referring to other days. He first came to the City of the Bay in 1864, and took full charge of the retail store which was opened by A. and C. N. Ross & Co., who made the Penitentiary shoe in Kingston with convict labor. His father was a traveler for this firm who had decided to start branch stores. They asked Mr. Haines, senior, one day if he knew of a reliable young man who could go to Belleville and take charge of the store.

"Well, I cannot think of any one just now except my son. He might answer," was the reply.

"All right, send him around," and around J. J. Haines, Jun., went. They liked his affable manner and business air and sent him to Belleville.

Bald Head Gave Him a Start

Some weeks later one of the members was talking to Mr. Haines, senior, and remarked, "Why, we did not know that you had a boy so old."

"How old do you think he is," inquired the father.

"Oh, about thirty-five."

"He is just twenty-one," came the answer.

"Well, we are surprised and would not have entrusted him with such an important mission if we had known," they declared.

"And," quoth Mr. Haines, with a smile, "you see I owe my start in life to a bald head. I was just as bare on top

of my cranium at twenty-one as I am to-day."

The accompanying pictures evidence the truth of this assertion. But Haines, Jun. had something underneath that shining pate, and made good from the start off. He applied himself to his work and later when the Ross Co. sold out their factory to George Offord & Co., of Kingston, and returned to Auburn, N. Y., he was given a chance to purchase the stock in the Belleville store. To-day Mr. Haines owns three stores, one in Belleville, one in Trenton, and one in Napanee.

It may be remarked parenthetically, that there is no better indication of the trend of present day times than the foregoing instance. In the early sixties people seemed to think that it was only the older men who could conduct business successfully, and hold positions of trust and responsibility. How times have changed. To-day, the "atrocious crime" of being young no longer disturbs the commercial world or mercantile life, for youth has crowded to the forefront in every profession and trade.

Put Up the Old Wooden Shutters

Another peculiar thing is that when Mr. Haines began business, no merchant would think of leaving his store at night without putting up heavy wooden shutters. To merely turn the key in the door would seem like sacrilege and invite thieves and robbers. But the wooden shutters, have passed long ago and in their place have come window trims and fixtures that display goods at all hours to the very best advantage. There is ten dollars expended in this line to every one that there was in the early sixties. Then windows were thought merely useful for letting in the light of day. Now they are regarded as the greatest selling assets and accessories that the retailer can command.

For twenty-nine years Mr. Haines was in partnership with his brother-in-law, F. G. Lockett, and stores were opened in Kingston, Trenton and Napanee. About twelve years ago the partnership was mutually dissolved, Mr. Lockett taking over the Kingston store, and Mr. Haines retaining the other three. The name was then changed to the J. J. Haines shoe houses. The firm inaugurated the cash and one-price system, discontinuance of approbation, the early closing movement, doing away with the repair branch in the store and effected many other changes.

All goods purchased are received at the Belleville store which is the headquarters. Here they are opened, classified and sent to the branches. Daily reports are received and all assorting done at Belleville.

A Worker to this Day

After nearly forty-nine years of business life as a retailer, Mr. Haines still enjoys good health, and is found in his office every day. He lost his wife a few months ago. One of his two sons is manager of the Trenton establishment.

"No, I never worked on the bench," declared Mr. Haines, "and I have not fitted patrons on the floor for some years. All buying and other arrangements are ably looked after by my manager, Mr. McBride, who has been with me for years. I chiefly supervise the financial end, see that all bills are met promptly and full advantage taken of discounts, etc. Our buying facilities are unsurpassed, and in these days of stiff competition and advancing shoe prices, the best avenues to success are, careful buying, clearing out odds and ends, watching your turnover and taking possession of any concessions that present themselves. Why, only the other day my banker told me that I earned a good salary by the care and foresight which I exercise in the financial administration of our business."

Lack of Cash and of Capacity Both Bring Failure

Why Some Merchants Find Themselves on the Financial Rocks—Confine Your Buying to a Few Houses and Do Not Overstock—The More You Do on a Conservative Stock the More Money You Will Make

By F. L. SCHULL

"Do you keep your books in your head and your stock needs on the back of an old note book? Do you do your buying according to sweet fancy, or what you think will sell? Do you purchase your shoe stock according to actual needs, or in a sort of guess, haphazard style. It is ignorance or neglect of ordinary business principles, precautions and foresight that cause many failures in business to-day—the footwear business being no exception. Generally the man can find the cause for failure within himself. Introspection is a fine idea if it will aid the practitioner to discover his shortcomings and learn of his weaknesses. Rigid self-discipline is a good thing. It will not prevent you from making mistakes, but it should prevent you from falling into the same blunder twice.

"The Bradstreet Company has published statistics on the subject of failures for several years, and says that "tendencies present within the individual himself are largely responsible for four-fifths of all business failures." Eighty-two per cent. of the failures of 1910 that company attributed to the shortcomings of those failing. A second conclusion it reached is that 'the amount of capital employed in business ventures bears a direct relation to ultimate success or failure.' The figures show that the largest number of failures were due to lack of capital, amounting to nearly 28 per cent. of all failing. Following closely is incompetence with 21 per cent., and fraud with 12 per cent. The statement is made that incompetence has shown a rising percentage in the past four years.

"Another interesting showing is that more than 95 per cent. of those failing in 1910 had only a moderate rating or had none at all. Of those possessed of good credit, only 3 per cent. failed. The showing for the far West is a little different from the entire country, in that in the West incompetence is the reason given for the largest number in 1910, while lack of capital follows very closely, with fraud and inexperience following in the order named.

Reasons for Failure

"Summarizing, the reasons for failures throughout the country are: Lack of capital, 34 per cent.; incompetence, 27 per cent.; fraud, 11 per cent.; inexperience, 4 per cent.

"Is there not a thought here for every merchant? I imagine that if there were on every merchant's desk a card giving these four big reasons for failures, with the large percentages that they cover, a careful consideration of it each day would enable the merchant to avoid the faults that are mostly apparent in his own business.

"In order to get the practical experience of the leading houses in a large city I asked for their individual experience with respect to the reasons for failures and the ways to avoid them. It is an interesting fact that in one form or another almost all enumerated the reasons mentioned above. One business man concisely expresses it in these words: 'The average business failure seldom presents any new phases that distinguish it and place it in a class of its own, and when the causes of these failures are closely analyzed, it is generally found that the underlying principles of good business have been disregarded, either through ignorance or indifference, and permitted to continue to a point of obliteration.'

"It seems to me, therefore, logical to discuss 'How to avoid the rocks,' under the principal heads of lack of capital and incompetence.

Lack of Capital

"It has been said that the peddler is the ideal merchant, for he buys strictly for cash. When his small capital of \$25 or \$50 has been expended for supplies, he does not buy again until he has sold out. In this manner he turn over

his money many times during the year and makes an unusually large profit on his capital. The lesson this teaches is that it is not the volume of business that pays, but the number of times the stock is turned over.

"The average merchant is solicited daily by from one to a dozen salesmen, many of them urging him to buy without any regard to his ability to pay or his real need of the goods sold him. Unquestionably the fault here is as much with the house selling the goods as with the merchant buying them. It is a fact that when the affairs of the ordinary failure are brought to light, it has been found that the embarrassed merchant has been dealing with too many jobbers or manufacturers. At this point it is hard to separate incompetence from lack of capital, as the competent man will realize the amount of capital and use it to the best advantage, while the incompetent man, with a lack of backbone, will buy from every salesman that comes along.

How to Buy

"A word of advice just here, if heeded, will help many a merchant to avoid the rocks. That advice is, *limit your purchases to a very few houses, and select those for their integrity.* If you do not know the house, pick out the salesman who is interested in your success and discuss these matters frankly with him. There are many such men, who will never allow a customer to over-buy.

"With reference to incompetence, there seem to be some faults that are so common that they can almost be said to be universal among those who fail. These could be listed under a few heads.

"First—Absence of bookkeeping, and every credit man will bear testimony to the fact that in the case of most failures there is an entire absence of anything that could be called a competent set of books. A second condition arising from this fact is that it is generally found that the merchant does not know how much he actually is in debt.

"Another condition that is common experience under this head is the *failure to figure cost.* This is a subject which has been discussed so often that nothing need be said at this time. While there are occasionally instances of merchants who succeed and make money without keeping books of any kind or scientifically figuring costs, the general experience is that there is but one end for the man who does not know what his goods cost him, and what it costs him to do business—failure.

How Incompetence Works Out

"The opinions expressed on these two reasons for failures, lack of capital and incompetence are very interesting. One well known business man says, 'During my experience in the last few years I have observed practically the same performance enacted again and again in mercantile lines. A man, or two of them, generally young and very enthusiastic, well intentioned, but lacking wholly in experience, suddenly discover that they can make large profits in the retail trade. They have seen others do it, why not they? They know something of business, of course. They can unpack goods and make the shelves and windows look attractive. They know how to wrap up a package with neatness and dispatch. They have friends who need boots and shoes, hardware, dry goods and groceries, etc., they have found a store that the owner is willing to rent, and if they can scrape up a few hundred dollars and get a big line of credit from several different jobbing houses, what more is necessary. They at once proceed to combine these various elements with celerity and enthusiasm.

"In a short time they have stocked a store with goods that are not paid for. They dispose of them to customers of whose credit they are not informed. They take many

chances, hoping for the best. They attempt to keep books as they learned to, in a grammar school or business college. They do not know what their cost is, what their profit is, what their percentage of running expense is, nor very much else that is vital. Then comes the explosion. The jobbers' invoices fall due and must be paid. Taxes fall due. Street and other improvements cause their rents to be raised. A number of larger accounts prove to be with people who are "good but slow," "too slow for desirable credit," etc. Soon a traveling adjuster appears for one of the jobbers. The air is full of rocks, and an unfortunate feature of it is that usually several people besides the one who planted the mine are injured by the flying rock.

"With these general principles in mind we are in a fairly good position to consider the practical part of this discussion.

How to Avoid the Rocks

"First—Confine your purchases to as few houses as possible. One of the most thoughtful men on the subject of

merchandising says that the general merchant should secure one good house in a line from which to buy his staples and stay with it.

"Second—*Do not over-buy.* Do only as much business as you can and pay bills promptly. Every merchant knowing what his available capital is should figure his store and personal expenses, which are always cash, and then by deducting these from the cash which he knows he has, or will receive within the time when the bills will become due, say thirty or sixty days, the difference will represent the amount of goods that he can buy and pay for.

"A man of much experience and practical ideas goes further and suggests another phase of over-buying. The merchant, he says, overloads himself, particularly when certain deals are on, and unless he realizes quickly on such speculations he would have been better off and made more money if he bought only for his present needs. The more business a merchant does on a conservative stock the more money he will make. Many retailers, this party declares, are not satisfied unless their stores are filled to full capacity;



A FALL WINDOW OF MONTREAL FIRM ATTRACTIVELY DISPLAYING LADIES' EVENING SLIPPERS

but it is much wiser and more profitable to have a well-assorted stock even if sometimes out of goods. Do not forget the declaration at the beginning of this talk to the effect that it is much better to turn over a small stock of goods often and thus keep it fresh than to have a large stock of goods, much of which is dead on the shelves and depreciating. Turn over the stock as often as possible, for in that lies the profit.

Watch Discounts Carefully

"Third—Take all discounts that you are entitled to, but be sure that you are entitled to them. It does not help

a man's credit to demand and take cash discounts after the discount period has passed. In the case of cash goods, pay or the exact due date and you will always get the bottom prices. Limit the amount of business you do to your ability to pay bills when due. If for some special reason you cannot pay a bill when it is due, write your jobber telling him the reason why and explaining when the bill will be paid. The jobber has hundreds of accounts on his books and must have his records clearly shown when the different accounts will be paid. If yours was the only one he had, it might not be necessary to have this information, but under the circumstances it is."

Why System Is Urgently Needed in the Small Store

The Measure of Your Success Is Your Ability to Organize and If You Cannot Bring System to Bear, Your Very Success Will Work Your Ruin—Are You Able to Say "No" at the Proper Time and Place

By ELBERT HUBBARD

Country stores that are successful always fail. I used to clerk in a grocery where a twelve-year-old boy stole eggs from us at the back door and brought them around in front and sold us our own property. He kept this up for a year, and he might have kept it up indefinitely had he not taken in a partner and tried to do a wholesale business.

Dead stock, bad accounts, pilfering clerks, pinching setters and lime in the bones of the boss work the certain ruin of every country store.

If the business is so small that the proprietor and his wife can remember everything they have in stock, and then sell for cash, and cannot get or will not accept credit, then the business is safe until their sons grow up and take the management.

Expansion without system spells failure. Organization means that a man shall grow with his business.

A million mice nibble at every business concern.

In order to avoid leaks there must be a system that will locate them.

The department store, where there is a system which tells every day, every week or every month just what each department pays, is the safest business that exists. If any one department does not pay it is reformed and made to pay, or else eliminated.

No big business can possibly succeed unless it is divided up into departments.

A non-paying department is never allowed to continue and drag the whole concern to bankruptcy, as in the good old general store where jumble and guesswork audit the accounts.

The successful country store is an easy mark for every petty thief and little poker player in town. The village Smart Aleck hires out as clerk and supplies his friends the things they need, just as a sneakerino reads the postal cards and hands out the news if he or she clerks in the post office.

No business long remains greater than the man who runs it. And the size of the business is limited only by the size of the man. Our limitations say to our business. "Thus far and no farther." We ourselves fix the limit. Without system the most solid commercial structure will dissipate into thin air.

The Gould System, the Vanderbilt System, the Hill System, the Hariman System, the Pennsylvania System—they are all rightly named. It is a system that makes a great business possible. When Jay Gould gathered up a dozen warring, struggling streaks of rust and rights of way and organized them into a railroad system he revealed the master mind.

The measure of your success is your ability to organize,

and if you cannot bring system to bear your very success will work your ruin. "The average life of a successful general store is twenty years—then it fails." And it fails through its lack of system—the man does not grow with his business. An army unorganized is a mob.

Napoleon's power lay in his genius for system, and he whipped the Austrians, one against three, not only because he knew the value of time, but because he had the ability to systematize.

"But the finances?" asked his secretary.

"I will arrange them," was the reply.

The character of the man at the head mirrors itself in every department or every enterprise, but perhaps in the hotel business most clearly and quickly of all.

A certain kind of landlord can care for a certain number of "guests"—and the quality of the guest attracted is according to the quality of the landlord. Increase the number of the people to be fed and housed, and usually your hotel-keeper gets into very hot water.

Fifty extra people upsets his system, and either his guests leave or also his "help" steal him to a standstill. A new and better manager must then come in, or the referee in bankruptcy awaits around the corner with a stuffed club.

The measure of a man's success in business is his ability to organize.

The measure of a man's success in literature is his ability to organize his ideas and reduce the use of the twenty-six letters of the alphabet to a system, so as to express the most in the least space. The writer does not necessarily know more than the reader, but he must organize his facts and march truth in a phalanx.

In painting your success hinges on your ability to organize colors and place them in the right relation to give a picture of the scene that is in your mind.

Oratory demands an orderly procession of words, phrases and sentences to present an argument that can be understood by an average person.

Music is the selection and systematization of the sounds of nature.

Science is the organization of the common knowledge of the common people.

In life everything lies in the mass—materials are a mob—a man's measure is his ability to select, reject and organize.

The wise dealer knows what he has in stock, and he is also intent on keeping nothing on his shelves too long.

He is able to say "No," and refuse to handle the things that give no profit to himself or pleasure to his customers.

He selects, rejects, classifies, organizes and seeks always not only to make friends, but to be one.

Wholesalers Would Get Rid of Honoring All Orders

Hope That Retailers Will Co-operate With Them and Not Send Any Private Parties to the Warehouse—Get No Thanks for Obliging with Single Pairs—Man Who Protects the Trade Should be Encouraged

"I believe that we could do a retail business here of \$3,000 a month—that would be \$36,000 a year—which is a very respectable turnover," declared a leading jobber this week. "Of course, that would be a nice sum to have coming in annually, but what would our retail customers have to say regarding the practice? We have sought to minimize as much as possible the habit of parties not engaged in the trade coming in here to obtain their shoes at wholesale figures. The Ontario Shoe Retailers' Association did a good work when they passed a resolution deprecating this practice. We hope they will send us a copy of the resolution adopted so that we can have it framed and hung in a prominent place in the warehouse. It would certainly strengthen our hands and shut out certain parties who come in here upon mere nerve or effrontery.

Queer Thing is Human Nature

"Retailers might help us to a large extent by not sending persons here with an order when they have not in stock the size of shoe desired. I myself do not think that a retailer, under any circumstances, has any business to send a customer to a wholesaler for shoes. He might better pass him along to another retail man. I will tell you why—human nature is pretty much the same the world over. To one who has been in the habit of attending all theatrical productions without charge, it seems doubly hard to pay an entrance fee, when once the pass privilege has been removed, to a man who is used to riding on the street cars on tickets supplied by the company, the five-cent fare seems more like \$5.00 when he has to fork it over after the company's concession has been cancelled; the chap who rides

up and down on any railway on free transportation thinks it a crime when he has to hand over his fare even for a short distance. I was talking to a former Member of Parliament the other day and he told me that it seemed awfully trying to go down in his pocket for money to purchase a ticket, especially as during the eleven years he had sat in Commons he had never paid one dollar for traveling expenses. His railway pass, of course, had carried him every place that he desired to go. It is the same in the matter of shoes. A customer is sent here very frequently by a retailer and we are asked to give that customer a certain make or style of shoe at wholesale figures. The party goes away thinking, "Well, I have saved a dollar or two dollars in this case," and once having sniffed the air around a wholesale house, he or she is speedily converted into a bargain hunter in so far as getting shoes at less than the regular retail figure is concerned. You see that he or she forms the idea that they have been paying the retail man too much money and henceforth, by hook or by crook, they seek to obtain their footwear from the wholesaler at wholesale figures.

He Tried to Work the Game

"Now, instead of the wholesalers encouraging the practice of selling shoes retail, we are dead against it. I want to speak plainly and to tell you it is getting to be a confounded nuisance. We turn down a good many more people here than we accommodate. We make lots of enemies thereby, but we rely upon the retailers to stand by us. You would be surprised at the number of persons who think they should get shoes from us at wholesale figures. Why, a man who is not now in the shoe business, but was a few years ago,



THE IMPOSING FRONT OF E. H. GULLEDGE'S SHOE STORE IN OAKVILLE, ONT.

came in the other morning and asked that we sell him a number seven tan shoe, carrying a fairly high toe with plain quarters and military heel. I asked him if he had an order and he said 'No.' He then told me that he was formerly in the business.

"'Well,' I said, 'you are not engaged in the retail trade now?'"

"'No,' he answered.

"'Well, I cannot give you the shoes,' I replied. 'Only those directly in the trade can be accommodated.'

"He began to make all sorts of inquiries and I plainly informed him that we made our living from retailers and not by selling shoes retail.

We Will Protect Retailers

"'We are going to protect the retail trade,' I added, 'and if you were in the business you would appreciate the stand we are taking, instead of asking us to violate the principle which we have adopted. Surely a retail shoe man would rather deal with a wholesale house that confines its operations strictly with retailers than he would with one which is breaking the rules at every possible point, or straining at every opportunity to do a little 'back door' business on the side. We have cut out all this, except on occasions where a retailer sends a relative, or old acquaintance, with an order properly signed and dated. Travelers send some of their friends here and retailers also send their friends, but none of them are accommodated unless they have an order and even then we are not particularly anxious to serve them.

Turned Down a Retailer's Wife

"There is no money whatever in this class of trade, as a great many of the orders stipulate that the goods are to be given a customer at wholesale figure. We want the support of the retail shoe merchants of Canada in the stand that we have taken and the retail men should co-operate by not sending any person to jobbers to secure goods. Occasionally we have made a serious blunder. A woman and her daughter came in here the other day and wanted a certain type of button shoe, carrying 18 buttons, with 14-8 heel, vici kid, with a nice, round, full toe. It is a natty pattern and there has been quite a run on them for some time. The woman told me what she wanted. She seemed rather backward and diffident. I asked her if she had an order and she said that she had not.

"I said: 'Well, we cannot possibly accommodate anyone who has not an order duly signed and dated.' She was not disposed to give any more information and rather nervously departed. What was my surprise next day to find that I had put my foot in it. This woman and her companion were the wife and daughter of a retailer in north-east Ontario, who pays thousands of dollars every year to us. Naturally this was a rather ticklish position. If the woman had only stated who she was, I would have recognized the name at once of a retail customer who has been a particularly good friend of ours. Well, he grew decidedly hot about the matter and threatened to withdraw his patronage. However, one of our travelers called on him and said as his wife had never been in the house before and did not even mention her name when calling, one naturally could not blame our firm for taking the stand they did. In fact, our traveler impressed upon him that he should be proud and pleased to deal with a house which stood so firmly by its principles and sought to protect the retailers' interests in every respect. It demonstrated that we had backbone and carried out our policy without fear or favor."

Looked Like Bluff But It was Real

An amusing instance is told of how an officer of the Ontario Shoe Retailers' Association dropped into the sample room the other day of a Toronto wholesaler. While there, a man and woman came in and presented an order for some shoes. The fellow in charge of the sample room said: "That order is all right, but it does not come from a customer of ours."

"Well," said the man, "I buy my shoes from this gentleman and I do not see what difference it makes about your

giving me a pair or two so long as the one signing the order is engaged in the footwear business."

"Oh," said the warehouseman, "we could not recognize the order of any retailer in that town except one who does business with us. We do not know anything about this man whose document you present except that he is engaged in selling shoes. We have never sold him anything and do not see why we should oblige him." The result was that the callers went out. Turning to the officer of the Retailers' Association, the warehouseman humorously said:

"You see how we turned that party down? All my talk was mere bluff and my attitude was merely assumed simply because you happened to be in the room and would possibly carry tales out of school."

The officer, however, knew this to be a joke and told several members of the Association at a meeting held last week, that the same conversation would have taken place and identically the same attitude adopted whether he was there or not. In other words, this house did not have a policy for one party or for one occasion and another policy or program for another time. They were consistent supporters of the best interests of the retail trade throughout the province.

"I have every confidence in their impartiality and integrity," he declared.

A Nuisance and An Annoyance

Another jobber said: "We do not wish to sell any shoes retail. It is a nuisance and an annoyance. We make nothing out of it, and would gladly get clear of the whole thing. We only do what little is done to oblige a certain few that we cannot well get rid of. There is one thing that we have made it a strict rule to follow and that is not to give shoes to anybody who has not an order. It does not matter who the caller is. Of course, when other wholesale houses send over an employee with an order, we have to, in common courtesy, acknowledge the order and we expect them to do the same with us. There is a sort of co-operation and understood arrangement in this matter and it would be very hard to break through it.

"I may tell you frankly that the average wholesale house, a man who wants to uphold the dignity, earn the respect and get the patronage of the retailer, hates to sell a pair of shoes retail or to a private party equally as much as the average retailer detests the requests of customers to have so many shoes sent up on approbation. They are both evils and the only way to kill them is to crowd them into a corner and allow them as little freedom of air as possible."

The Way to Forge Ahead

"The business pace of to-day is a hot one. The man who buys wisely, takes all the cash discounts, and keeps increasing his volume of business, is the one who will forge ahead in the procession and return his balance on the right side of the sheet," declare Porter & Robbins, of Yarmouth, N.S. "Our stock is now turned over about three times a year, but better than this could be done if manufacturers carried stocks of their more active lines. We think that freak styles are responsible for most dead stock. The most effective way in bringing about a frequent turnover is keeping right after the stock all the time, doing careful buying, and keeping slower lines to the front. The expense of conducting business is increasing yearly and margins are and must be greater. We consider, in our own particular case, that our turnover has increased in proportion to the advance in rent, wages, etc. Store rents have advanced about 10 per cent. in Yarmouth, and the average increase in wages of salesmen has been from 10 p.c. to 15 p.c. We have to expend more money also in every department. The best way we might suggest whereby the cost of doing business can be lessened is to "do more business." People are willing to pay more for their shoes to-day than they did. Where three and four dollars was the limit a few years ago we now obtain five and six dollars. The average price paid here for a man's shoe is from \$4.50 to \$5, and for a woman's \$3 to \$4."

Stopping Leaks That Undermine Your Business

Remember That All Losses and Other Expenses Have to be Met at Their Face Value—Mistakes, Waste, Spoilage, Bad Accounts, Dissatisfied Customers, Figuring Wrong, and Other Things Sap Business Life

By A. M. BURROUGHS

The average retailer is a poor buyer. Ninety per cent. of all retail stores over-buy. The biggest store leak is in the failure of the retailer to turn his capital often.

He should keep accurate records, through the use of duplicate sale slips, or others means, of all sales. Then he will not be likely to duplicate the mistake, even if he doesn't prevent it the first time.

A jobber's discount of 50 per cent. from list price is a loss if the goods will not sell. The retailer must not buy for the extra discount, but for the profit.

Every employee in the retail store should be put on a merit basis. The clerk who isn't able to sell goods at a profit is incompetent and unprofitable to the store. Keeping him is like letting the faucet remain open in the vinegar barrel—only it is profits and not vinegar which are leaking.

Loss of Goods from Stock

A big New York store, doing a business of \$10,000,000 a year, estimate that 2 per cent. of its sales, or \$200,000, is stolen from the store every year. If this same proportion of goods is stolen from the average retail store, then



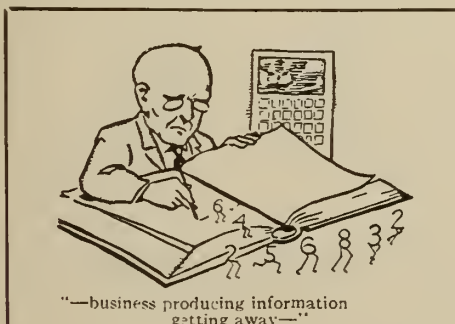
the store doing a business of \$50,000 a year would lose \$1,000 through theft of goods from stock.

When a sale is made on credit and no record is made of it, the retailer stands to lose the profit he should make on the sale; the time which has been invested in the buying; the time invested in the selling of the goods; the cost of the labor of handling the goods; the cost of keeping them on the shelves, and several other losses, including the big loss which the carelessness will cause in other work.

Wasteful Bookkeeping

It costs more money to keep incomplete records in an unsystematic way, than it would cost to keep complete records in the right way.

The bookkeeping system should be up-to-date. It should

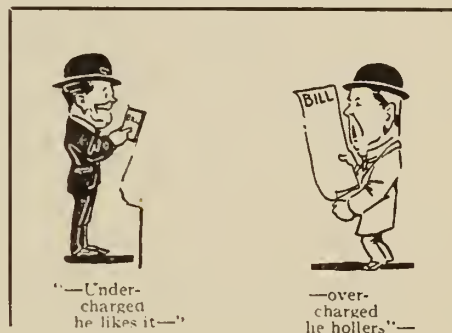


be carefully worked out by experts. It should be specially designed for the store. It should give the exact information needed, as economically as possible.

The amount of money lost in the average store every year through mistakes in figures is enormous.

A customer gets his bill. It is a little less than he expected, but he thinks possibly he made a mistake. He pays on your figures.

If it happens to be a little more than he expected he



asks you about it, and you spend some valuable time finding the error and correcting it.

If you make a mistake in your figures you are sure to lose, whether it is against you or against the other fellow.

Figuring Wrong Profits

A recent investigation conducted by the Burroughs Adding Machine Company, showed that fully 75 per cent. of all retailers figure on a basis which gives them 3 to 8 per cent. less than they think they are getting, often figuring themselves out of any profit.

This is the vital end of a business. What is the use to sell goods if profit, the whole purpose of selling, is lost in bad methods of figuring prices.

All expenses are going to come out of the gross profits whether they are put down as a part of the cost of doing business or not.

If a man pays out \$20 a month for rent, he will not



find it to his credit in the bank at the end of the year, even if he doesn't charge it into the expense of doing business.

The same applies to every kind of expense in the business. Every one of the leaks mentioned in this chapter is and expense, whether you charge it as such or not.

It is better to err on the side of too liberal charging of expenses and find an unaccounted-for balance in the bank, than to find a puzzling deficit caused by not charging all your expenses. The deficit may disable you just when failure to pay a big bill means bankruptcy.

If a retailer turns his capital every week and discounts all his bills at 2 per cent., the clean profit from this source alone amounts in a year to a sum greater than his capital—52 times 2 per cent. is 104 per cent. If he doesn't take the discount, he loses it, of course.

A grocer in a New England town was maintaining nine delivery wagons at a cost of about \$200 a week.

By applying better methods to his delivery, he was able to cut the number of wagons from nine to three, stopping a leak of \$125 a week—\$6,500 a year.

It costs from five to ten cents to deliver every order sold. If from ten to fifty mistakes are made every day in deliveries, a leak of from \$200 to \$1,000 a year will result. The loss in customers may increase this sum enormously.

Possibly some of this is necessary. Some retailers make it a matter of considerable expense. It is a leak which should be carefully watched.

If a retailer gives away an amount equal to only one per cent. of his gross sales in that way, he stands to lose \$500 a year on every \$50,000 a year of gross business.

Wasted Time

A shoeman hired a man capable of selling \$200 worth of goods a week. Bad management wasted half this time and he only sold \$100 worth a week. The shoeman lost profits on a gross annual business of \$5,200—\$100 a week.

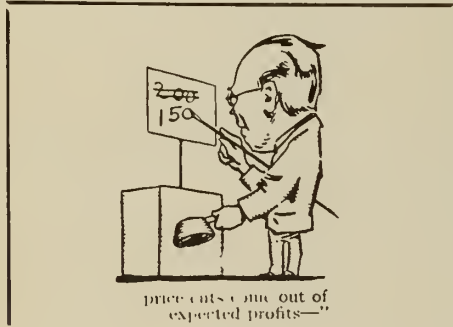
When you hire a clerk, you simply buy a certain amount of his time, to be used as you direct. If you direct wrong, or he wastes part of his time, you lose.

Time can be wasted in a thousand ways. Most of these are under the control of the employer.

Most of the waste of time is caused by bad methods controlled by the owner of the store.

When goods are marked to sell at \$1.00 and it is necessary for any reason to cut off ten per cent., the reduction from the marked price represents a loss.

If the cut is necessary to make the goods sell, it is a loss due to bad buying. It also produces another loss by



giving customers the impression that the original price allowed an enormous profit.

Wasteful Advertising

One retailer used space two columns, ten inches deep, in his weekly paper to run a poorly worded and poorly arranged announcement. It cost him \$200 a year and produced almost nothing.

A competitor used half as much space and changed his advertisement every week, using strong selling arguments. He doubled his business in two years.

Advertising, properly directed, is one of the most productive expenditures of the modern retail store, but misdirected advertising can be very wasteful, or even harmful.

One retailer cut the cost of his lighting in half and at least doubled the efficiency of his lighting system by studying the arrangement of his lights. The proper lighting system puts just the right amount of light where it is needed.

In a certain store each clerk had to walk all over the store to wait on customers. A re-arrangement of the store stopped this and cut about two hours wasted efforts for each clerk each day—about \$600 worth of time in a year, considering the several clerks. This time, which cost money, was profitably used.

Arrangement of Goods

A stationer was making a big display of scratch pads for school children the day before school opened. When he came in from lunch he stopped to look in the window and noticed the absence of pencils. Immediately he went in and caused a pencil to be placed alongside each pad.

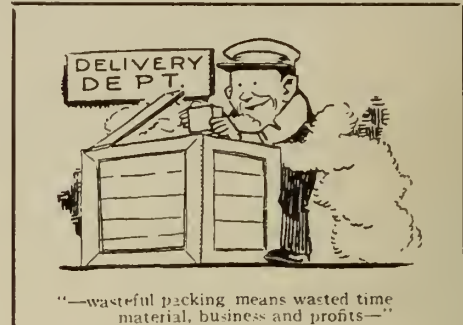
This suggested the connection between other goods.

On investigation he found that scores of items were not in their proper place in the store. He had them placed where the customer who bought one item would see many others that he might need in the same line. This saved much walking for the clerks and helped each kind of goods to sell others.

Special sales, special displays of goods, the rearrangement of departments and offices, repairs, etc., cause numerous little carpenter jobs in the store.

These little jobs are the source of a considerable leak.

Some carpenters can put a lot of time on a little job, and, if the changes are not properly timed, employees of



the store are often compelled to waste much of their time, paid for by the store.

Sales books, report blanks, office stationery, statement forms, blank books and pens, ink, pencils, etc., cost a neat little sum in a year. A big saving can be effected by proper care and a leak is pretty apt to follow lax methods.

Careless Packing of Goods

Goods which have to be delivered to customers require care in packing. Much merchandise is damaged or entirely spoiled by poor packing. Some money is wasted in the course of a year through the use of bigger boxes than is necessary and through the waste of time in packing—time which is paid for with good money and which, if saved, could be used for other work.

Baskets, boxes, egg crates, etc., used in delivering goods cost money. The number lost during the year usually amounts to a serious leak.

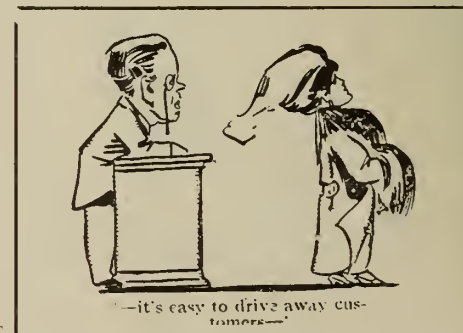
Even in little stores the cost of wrapping paper, twine, paper bags, boxes, etc., amounts in a year to a neat sum. A careless employee can easily cut a big slice off the profits by a wasteful use of these supplies.

Clerks, working at small salaries, are usually careless, inefficient and thoughtless. They make enough mistakes any time, but when tired they make more.

Unless they work under the direction of a system which makes their work pretty near mechanical, and a close check is kept on their mistakes, they will likely do as much harm as good.

Dissatisfied Customers

A regular customer is worth from \$10 to \$50 a year to the average retail store. Some customers are worth a great deal more, some a great deal less.



It is very easy to drive customers away. Often it is hard to get them. It is easy to lose a big amount of money through the careless handling of customers.

(Continued on page 50)

He Caters Especially to the Tastes of the Young

How Bright Guelph Retailer Manages to Build Up a Steady Trade—His Amusing Experience in Handling Hosiery—Clears Out Reasonable Lines Quickly—Fitting Small Feet a Specialty



W. J. HENRY

"Once I handled hosiery as a side line, and many young ladies in Guelph got a nice pair free. I must have been too good natured or an easy mark. When a young lady came in and was properly fitted with shoes, I naturally directed her attention to the choice hosiery lines. Then when I would urge the purchase of a pair the fair customer would smile sweetly and, in coaxing tones exclaim, "Oh, now, Mr. Henry, I think you might give me a pair along with the shoes. They look so pretty." I got this invitation so frequently and in such appealing and

naive forms that it would have taken a man with a heart of stone to refuse. Now, what was I to do? I soon found it would be to my best interests ultimately to donate a pair of hose to each attractive miss who bought a pair of shoes, until I got rid of the entire stock. I have no hosiery department now. I have given you my experience."

The speaker was W. J. Henry, proprietor of the Royal City Shoe Store, Guelph. He is a bachelor, and this may have accounted in a measure for his rather costly experiment in the hosiery department, but in all other branches of the business he has scored a distinct success. He has been in the shoe game for himself in Guelph about five years. Prior to that time he was with Marshall Field & Co., Chicago, and severed his connection with that house to join the selling forces of the Cobb Shoe Co., in the same city. After spending a few months with that firm he went back to the shoe department of Marshall Field & Co., but, owing to ill health, he found it necessary to return to Canada. He settled in St. Thomas with F. Sutherland, where he was in charge of the ladies' shoe department until he came to the Royal City. He was born and educated in Waterford, Ontario.

Buy from the Few—Not Many

Mr. Henry is a firm believer in buying from fewer shoe manufacturers and in large quantities rather than carrying small assortments of goods from several firms. He finds it easier to keep tab on his stock when buying from five or six houses than when handling the goods of twelve or fifteen firms. "There are too many styles of shoes," he added. "Where we carry thirty or forty lines of shoes we could do with fifteen. For instance, in tan shoes we have thirty styles. These could be culled down to eighteen and larger quantities carried." Mr. Henry takes delight in supplying shoes to fit the feet of the small ladies of the town, and by doing this he secures a class of trade which is not catered to in most places. When ordering footwear he commences at size one up, whereas most merchants start at 2½. It stands to reason that the small foot has to be fitted, and he finds that he can do it to the entire satisfaction of his customer.

Thirty or thirty-three per cent. he considers a fair profit, but on freakish styles 40 or 50 per cent. Novelties and eccentric footwear should by all means carry a larger margin than regular lines. With reference to advertising, Mr. Henry has not been using space in the local paper since last year, and says that he has attained better results this year by window displays and using plenty of good material. By this method he has increased his business 20 per cent. so

far in 1912. Premiums of any description are not in his line. At one time he got out posters and had them put up on bill boards.

The Force of Bright Windows

The proprietor dresses his windows every week and is a steadfast believer in special and seasonal trims. By changing the windows frequently the goods do not lose their freshness or have that faded appearance which they take on after they have been exposed to the sun for a short time. At a very small cost he can secure different window decorations and cards and can fix up a very attractive and inviting display, which soon repays him for the time spent.

"I do not have many requests for approbation and try to discourage them as much as possible. When customers ask if they may take the shoes home, I just send out one. Once I had a pair of shoes returned to me which had been out on approbation, and they had been worn. Since then I have been very careful and just send a boot for the right foot. When a caller has a shoe sent up on approval I believe it is for comparison, as she will likely have two or



A RECENT WINDOW DISPLAY OF THE STORE

more shoes from different stores. I try to prevent this annoying habit."

Mr. Henry finds it is more satisfactory to send out all repairs, as when they are done at the store some customers think they should be gratis.

Caters to Young People's Needs

The success of the Royal City Shoe Store is attributed to the large number of styles carried and catering to the

young trade. By that is meant the young men and women of the town. The store finds it can hold the young people by carrying the styles to suit them. The store closes at six o'clock every evening except Saturday, when it is kept open till about eleven o'clock. During July and August every Thursday afternoon is a holiday. All the business places in the city adhere to this rule, and it is found to work out satisfactorily.

When a line of shoes appear to be going rather slowly it is sold at a reduced figure in season, instead of holding a special sale at the end of the season, thereby getting rid of the slow lines and selling next season's goods while certain other merchants are holding special sales of last season's goods. Mr. Henry does not approve of special sales, which, he thinks, are carried to excess in Guelph. "An ordinary stock should be turned over three times a year," he declared. By doing it that often the merchant makes a good margin and can keep track of his goods to better advantage. He has no special arrangement for keeping tab on stock, but finds that buying from few firms assists him considerably in stock keeping.

The store is 90 feet long and 18 feet wide with stock room in rear. The fitting chairs are placed in the centre of the store, and the whole aspect is very inviting.

The one grievance which this merchant has in his city is that the shoe merchants cannot get together and agree to any one particular price on rubbers. In other centres this plan works splendidly. He conducts a cash business and believes it to be the only kind.

The First Carton in Retail Store

Here is a picture of the first uniform shoe carton that was ever installed by a retailer in Canada. The man who devised this carton is E. H. Gullidge, of Oakville, Ont. A sketch of him appeared in the last issue of the *SHOE AND LEATHER JOURNAL*. It was over 30 years ago that Mr. Gullidge placed all his shoes in containers of uniform size and color. He had 1,200 boxes made, the ends, bottom and side being of wood covered with colored paper, while the top was of cardboard. In the left hand corner is noticed the framework of cardboard in which is set a ticket afford-



ing a ready reference to the stock, number, size, style and other data relating to its contents. The size of the carton is 13 inches long; $3\frac{1}{2}$ inches wide and 5 inches deep, outside measurement. The wood is three-eighths of an inch thick and the end one-half an inch. Although in use for over 30 years, the cartons have been re-covered only once. At first they were blue, but after a fire had devastated the premises, they were covered with dark red. They naturally impart to the interior of the store a decidedly bright and artistic appearance, and Mr. Gullidge is rather proud of the fact that he was the first man in Canada to place his shoe stock in cartons away back in 1882. He has always prided himself on the chaste and trim interior of his store.

Building Up an Exclusive Shoe Trade



The only exclusive shoe store in Deseronto, Ont., is that conducted by N. D. Carter, who has been in business in that town for fifteen years. He has been associated with the footwear trade all his life, and until he was sixteen years old he helped his father, Thos. Carter, of Trenton. Then he took a course in the Ontario Business College of Belleville, and afterwards was employed as bookkeeper at Fesserton, Ont. for nearly three years. When only twenty years of age Mr. Carter embarked in the shoe business in Deseronto. That town had improved greatly during the last three years and with the increase in manufacturing has come a gratifying gain in business.

Mr. Carter takes a special pride in his windows and personally looks after the dressing of them, at which he is quite an expert. He finds that they are great trade winners,



INTERIOR OF THE CARTER SHOE STORE, DESERONTO

providing one carries a sufficiently well assorted and up-to-date stock to support the showing made in every line. Mr. Carter also uses space in the local paper and finds that advertising pays well. He is a careful buyer, a student of styles and a keen observer of the wants and wishes of the public in the matter of footwear. Several general stores in the town carry shoes as a side line, but Mr. Carter has always been able to command the best class of trade, which he has strengthened from year to year, and to-day Carter's shoe store is known for many miles throughout the Bay of Quinte district.

New Army Shoe Will Give Relief

After four years of extensive experimentation, including a liberal use of the X-ray, a board of officers of the United States army has developed a shoe for soldiers intended to remove the sources of foot troubles which have been the bane of all armies since shoes were worn. The report of the board has been accepted by Secretary of War Stimson, says *Popular Mechanics*, and the model shoe adopted. The army board went at the problem with a thoroughness never before practiced in any country by the military authorities. By the use of the X-ray it was soon discovered that the army shoes in use did not truly follow the anatomical lines of the average foot. Comparison between X-Ray photographs of the position of the bones in the naked foot of a soldier standing with his forty-pound marching equipment on his back, and those of the bones in the foot of the same soldier encased in the regular army shoe, disclosed the fact that the shoe was causing great displacement of the bones of the foot. Examination of the feet of thousands of soldiers shows that through the wearing of improper shoes for many years the position of the bones of the feet in a majority of cases, had become permanently abnormal.

Window Trimming Contest

Prizes for Best Christmas Displays

THE festive holiday season is right at hand. Mr. Shoe Retailer, you will be making artistic and appropriate Yuletide trims, in your show windows, designed to catch the eye and capture the footwear trade of the busy throngs of happy shoppers.

The Shoe and Leather Journal desires good, clear photographs of your display, and for the best dressed windows will give handsome prizes in cash.

City Shoe Store Windows	
1st prize \$6.00	2nd prize \$4.00
Town or Village Shoe Windows	
1st prize \$6.00	2nd prize \$4.00

In sending photographs kindly state the materials used in decorating the window, how arranged, the character of the display, etc.

Here is an excellent opportunity for window decorators to earn some pocket money as a result of their enterprising efforts. A committee of three experts, who have widely recognized reputations, have consented to act as judges. The displays will be judged on their merits as business creating mediums.

All photographs and descriptions must be forwarded by December 30th. The prizes in every instance will be awarded to the one originating and executing each trim.

———— ADDRESS THE ————

SHOE AND LEATHER JOURNAL

13 Coristine Building
MONTREAL, QUE.

1229-31 Queen Street West
TORONTO, ONT.

Why the Frequent Change of Style?

Editor SHOE AND LEATHER JOURNAL:

Sir,—I reside in one of the small towns of Western Canada and I would like to hear from your readers on one or two questions.

We read that a percentage of the advance in prices for shoes is due to the change in styles. Shoe manufacturers have every year to buy new lasts. The older ones they have been using are thrown aside.

Now, the styles they have cast away were all right. We found that we had no trouble to sell them in the smaller towns. We were satisfied. If the people who want these millinery shapes and effects find a demand for them in the city stores why not make the big retailers pay for them?

The styles for the last year have been all that anyone could desire. Why the alteration? They make the small retailer pay for the fashion changes for the city trade. When leather is such a price, wages so high and, in fact, everything on the jump, would it not be advisable to preserve more to the same styles? This would keep a percentage of the advance in prices down (due to change of lasts) so that we might sell better quality at the price we have to ask our customers.

I think there must be room for argument along this line and would like to hear from some others regarding this question, through the SHOE AND LEATHER JOURNAL.

I remain, sir,

Yours, etc.,

MANAGER.

Timely Thoughts for the Shoeman

It is a poor store, indeed, that has no reputation for being the best place to buy something. Make your store the best place in which to buy and you will win a warmer place in the esteem of the people than you can expect to obtain otherwise. You can not actually excel in every respect, but if yours is the best place to buy shoes your customers will be apt to think as you do.

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

Good help is costly, but not so expensive as poor clerks. Good service is worth what it costs. It takes money out of the mill, but it puts more back in.

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

You are only useful to yourself when you are making yourself useful to others.

Old-time Shoe Manufacture

Before the introduction of machinery the shoe manufacturers of the vicinity gave out a great deal of their work to families in the villages and on the farms, especially in the colder months of the year. Most of the uppers of prunella or cloth shoes and carpet slippers were done by the women, but the leather work and bottoming was done by the men, who worked in small outbuildings warmed by stoves and furnished with the old-fashioned cobbler's bench, with its array of shoe-pegs, sparables, shoemakers' wax, heelball, blacking pot and bristles, shoe thread, awls, knives, lapstone, hammer, strap and lasts.

Generally these buildings were small, holding from four to six benches, and they naturally became a favorite resort for the boys and old men who from time to time came in to tell and hear the gossip of the neighborhood. Many a sharp political or polemical argument was fought out, many a good story told and racy scandal recited "between meals", for everyone started in with a good breakfast and lost no time when the dinner-horn called them home at noon or to a hearty supper at the early sundown.

The old Franklin or "airtight" stove kept their little shops warm and dry; they smoked or "chawed" between

the intermittent exchange of argument and conversation, and they felt perfectly independent of foreman or manufacturer so long as their work was good, and they were up to time on deliveries.

Their work was good, honest work, too, whether "pegged" or "sewed," and the boys were each set to work splitting out and sharpening shoe-pegs, twisting and waxing threads, and doing such of the "chores" at house and barn as were not beyond their strength.

The women for the most part did their share of the work at home, calling in when necessary their neighbors' daughters, who chatted merrily you may be sure over labors that eked out the family resources or gave them a little money for dress, education or travel.

But that feature of shoe manufacture has gone by, and only here and there may be seen the tiny shops and the rotting cuttings of leather, and bits of wood and iron that tell of a phase of industry as extinct as the dodo.—"Along the Androscoggin," Maine Edition National Magazine for October.

Stopping Leaks That Undermine Your Business

(Continued from page 46)

A careless employee will spoil a very large amount of merchandise in a year, cutting deep into the profits. Even a careful employee is pretty sure to spoil some.

Certain goods shrink in weight; others in size. These facts must be taken into consideration both in buying and selling. Don't buy too much. Be sure the selling price covers the loss of shrinkage.

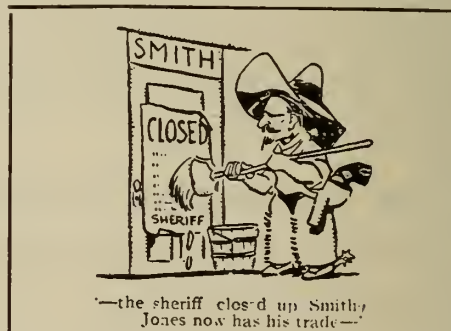
To be sure of collections, the merchant must have accurate and complete records. The slow-pay customer may not remind you if you forget his bill.

If he asks you for a statement some day, when he has the money, and you can't give him the exact figures at once, then it's your loss if he spends the money for a vacation trip.

Leaks in Your Business

The leaks suggested here, apply to your business. Some of them may cause you only a little loss. Some may be swallowing about all your profits.

A retailer, who is not now in business (we'll call him Smith), fooled himself, for a time, into thinking that he



wasn't losing anything through leaks in his store. He refused to see the leaks.

"I watch things pretty close," he said, "and I know just what it costs me to run my business. Jones, down the street, is a crank on digging out expenses to charge up against his business. Not for me!"

Jones has the exclusive business for his section now, and is a very prosperous retailer. The sheriff closed out Smith's business over a year ago.

Remember this: All leaks and other expenses in your business have to be paid at their full face value, whether you see them or not.

If the sheriff gets your business, don't let it be said that he got you because you guessed at your expenses.

(A chapter from "A Better Day's Profits," copyrighted 1912 by the Burroughs Adding Machine Co.)

Explain to Buyers Why Shoes are Worth the Price

Salesmen Should Point Out the Features Which Excel—Manufacturer or Retailer Does Not Demand a High Figure Unless the Stock, Stitching and Workmanship Warrant It

By WM. BRYANS

There are boots and boots, and one of the biggest problems with which the shoe man is confronted is to show to customers wherein his goods are worth the price asked for them. The average customer, unless, he is made acquainted with the good and bad points of different lines, is not really in a position to judge which is the better pair. The experienced shoe man knows that he may place two pairs of boots before a customer, which to all outward appearances are much the same, but a minute examination of them will reveal the fact that one is worth much more than the other. An average patron can only judge from outward appearances, and thus the explanation of the clerk is necessary.

A customer has seen a pair of boots in a store down the street. They were marked \$3.50. He comes into your store, and you show him a line that to all appearances is the same, but for which you ask \$5.00. Needless to say he is by no means willing to pay you \$1.50 more unless you can show him your boot is worth \$1.50 more than your competitor's.

It is for this reason that the retail shoe clerk should understand his goods, and be able to demonstrate to the customer why they are worth the price asked. Study of his stock is essential for this. He must understand the quality of the leather, the construction of the sole, the kind of sewing, the particulars about the lining and all the other important details regarding it.

You have probably in your stock some lines which are higher priced than others of somewhat similar appearance. If such there is, there is undoubtedly a reason for the higher price, for the manufacturer is not demanding a larger figure, nor your buyer is not paying it, without it is warranted. It is the duty of the clerk to learn the points which make it a higher priced article, and to array those points in his mind so that they can be convincingly presented to customers.

The points should be given too. Don't wait for the customer to ask about them, for he probably will not, although he may be comparing your boots with the ones offered by Jones at a lower price, and his judgment will probably be against you, unless you put in your evidence while he is sizing the situation up. Don't take it for granted that the customer knows. It is your work to make sure that he does.

The Explanation was Too General

Even if a sale has been completed, if there are any good points about the boots which you have not told him, do so. It will make him feel that he has made a good purchase. To illustrate that it is well to explain the good points, I will give an instance which shows the value of such a course. A couple of months ago while in another town, I went with a friend who wished to buy a pair of boots. The clerk showed him several pairs and recommended one particular kind, but gave no reason for his recommend, other than that "they are a good boot." My friend tried them on, looked askance at the price demanded, but finally purchased the boots. Going out he remarked to me, "Gee, they are high on their boots in that shop. I won't go there again." He had purchased but was not satisfied. That is certainly no way to allow a customer to leave the store, if you want repeat business.

When we got to his home, I took the boots out of the box and looked them over. I considered they were worth the money, for they had several earmarks of a high grade boot about them. I explained these to my friend, and when he had learned them, he became instead of dissatisfied,

pleased with his purchase. It just required an explanation of why they were worth the money. "It's a wonder the clerk didn't point those things out to me," he remarked. Yes, it certainly was a wonder and a very bad mistake.

The tendency in the best shoe stores to-day is to sell high quality goods, and consequently high priced goods. This cannot be done without good strong arguments to back up the price quoted. In selling low priced bargain shoes price is the argument which you use, but in selling high grade goods the quality of the article must be the argument, and the clerk should be so versed in the quality details of his goods as to be able to give them to customers in an intelligent, convincing manner.

THE COST OF DOING BUSINESS

These rules for figuring the costs and profits are recommended by the National Association of Credit Men:

1—Charge interest on the net amount of your total investment at the beginning of your business year, exclusive of real estate.

2—Charge rental on all real estate or buildings owned by you and used in your business at a rate equal to that which you would receive if renting or leasing it to others.

3—Charge in addition to what you pay for hired help an amount equal to what your services would be worth to others; also treat in like manner the services of any member of your family employed in the business not on the regular pay roll.

4—Charge depreciation on all goods carried over on which you may have to make a less price because of change in style, damage, or any other cause.

5—Charge depreciation on buildings, tools, fixtures, or anything else suffering from age or wear and tear.

6—Charge amounts donated or subscriptions paid.

7—Charge all fixed expenses, such as taxes, insurance, water, lights, fuel, etc.

8—Charge all incidental expenses, such as drayage, postage, office supplies, livery or expenses of horses and wagons, telegrams and telephones, advertising, canvassing, etc.

9—Charge losses of every character, including goods stolen or sent out and not charged, allowance made customers, bad debts, etc.

10—Charge collection expenses.

11—Charge any other expense not enumerated above.

12—When you have ascertained what the sum of all the foregoing items amounts to, prove it by your books, and you will have your total expense for the year; then divide this figure by the total of your sales, and it will show you the per cent. which it has cost you to do business.

13—Take this per cent. and deduct it from the price of any article you have sold, then subtract from the remainder what it cost you (invoice price and freight), and the result will show your net profit or loss on the article.

14—Go over the selling prices of the various articles you handle and see where you stand as to profits, then get busy in putting your selling figures on a profitable basis and talk it over with your competitor as well.



The above cut represents the very newest and most up-to-the-minute last in the market today. This last has been carefully studied along all lines in both Men's and Women's and meets a requirement much in demand. A modified easy last for 1913.



Boston Last Company

MANUFACTURERS OF

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

Makers of Electric Heating and
Ironing Outfits for Shoe Factories

(Simplex System)

Canadian Factory: **RICHMOND, QUE.**

Charles Campbell, Manager

Factories—BOSTON, Mass., 44 Binford St. Phone Main 107

RICHMOND, Que., Phone 32



Some Suggestions for the Christmas Window

CONDUCTED BY A. A. DAoust, MONTREAL, QUE.

SKETCH No. 1

An Elaborate Setting for a City Dealer's Window.

The garland at the top should be of large laurel which can be bought by the yard at this time of the year at all florists. The wreath at the top should be of holly and poinsettias which can be purchased from florists for about \$2.00 or bought artificial for about the same price.

Make the brackets to hang the bells on each side as shown in the sketch. Alter the design of these brackets if you prefer as it does not matter.

Bells can be bought from florists made in the following manner, of fine wire and covered with small red immortelles, or they can be made by the trimmer.

Have the wire frames made covered with two or three thicknesses of red tissue paper and pin on red holly leaves all over the bell or red erinkled paper.

The two pillars and the platform in the centre can be cut out of one half inch lumber or shoe cases and covered with white felt when completed.

To impart to these pillows and the platform a real wintry appearance give them a coat of white alabastine and sprinkle thickly with diamond dust.

The wreaths on the pillars should be of holly, either

real or artificial, tied with a large bow of red ribbon.

For the bells use large red cushion cords with tassels on the ends and hang as illustrated in the sketch.

The evergreen trees on the pillars can be easily made by following the instructions in the sketch of how to make these as shown in this article.

The easel holding the card in the center could be made by a carpenter, or home made. You will find this money well spent as it can always be used for a card holder.

Make or get a local card writer to design our artistic holly card something like shown here, which will add greatly to the attractiveness of your window.

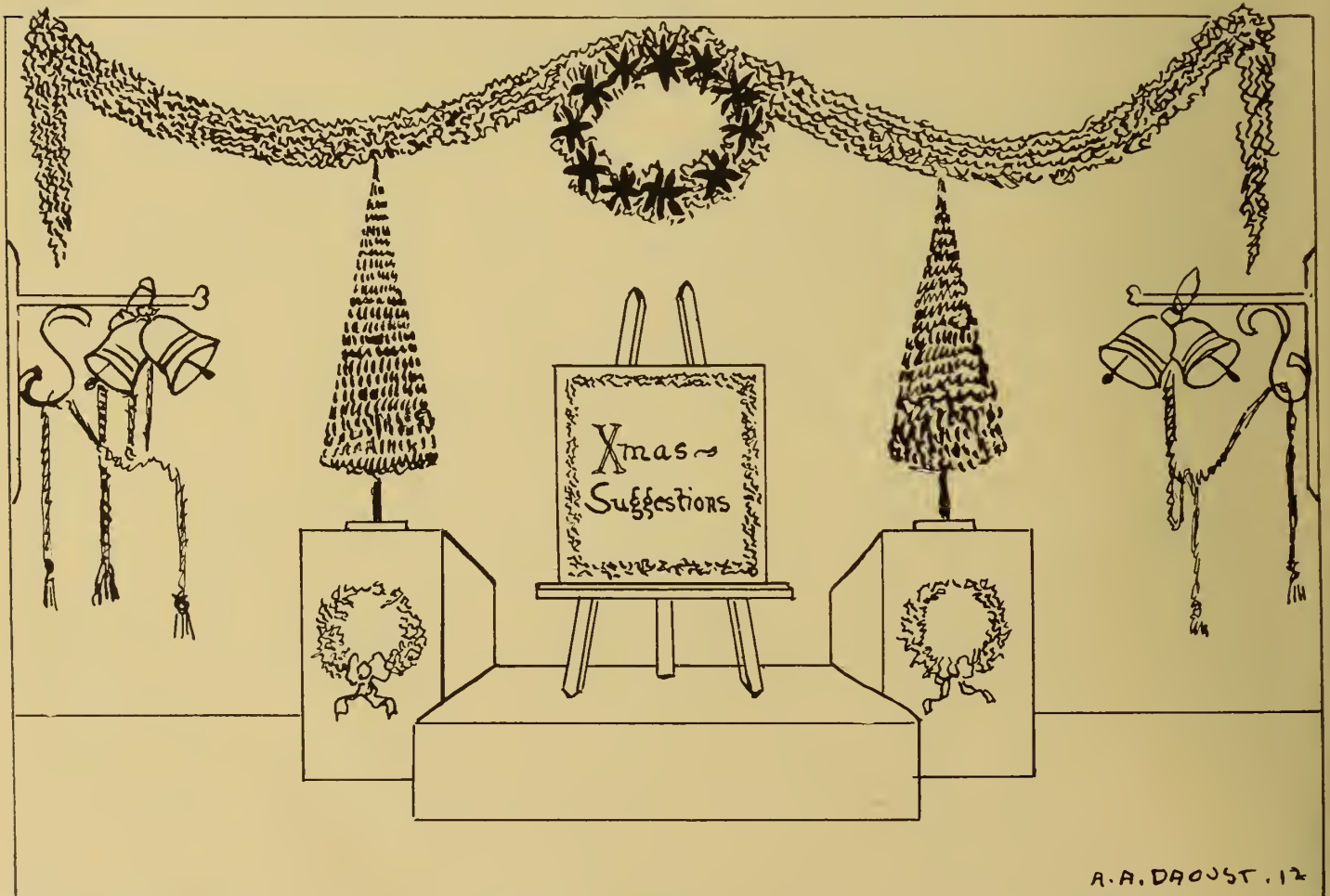
The floor could be covered with white felt or white cotton wool heavily sprinkled with diamond dust.

The Evergreen Trees

To make the evergreen trees follow these instructions: Cut an old broomstick or an old curtain pole the height that you want the tree No. 1; cut circle out of one inch lumber with hole in the center the size of pole No. 2.

Put the pole through this and nail it at the height that you want the tree to start No. 3.

To give the tree the cone shape take a large sheet of soft cardboard and nail at the bottom to the circle No. 2,



A. A. DAoust . 12

and at the top of the end of pole which should be pointed as in illustration.

Cut the base to hold the tree from two square pieces of wood exactly the same size, nail together and bore hole the size of pole No. 4, in order to give the round effect as in No. 5; also use cardboard and nail four small blocks the same length around the pole No. 6. This will give you what you need to tack the cardboard on; the edge is tacked to the circle No. 3. When the whole is completed proceed as in No. 8 using ordinary evergreen roping around, starting from the bottom. When completed sprinkle diamond dust over it.

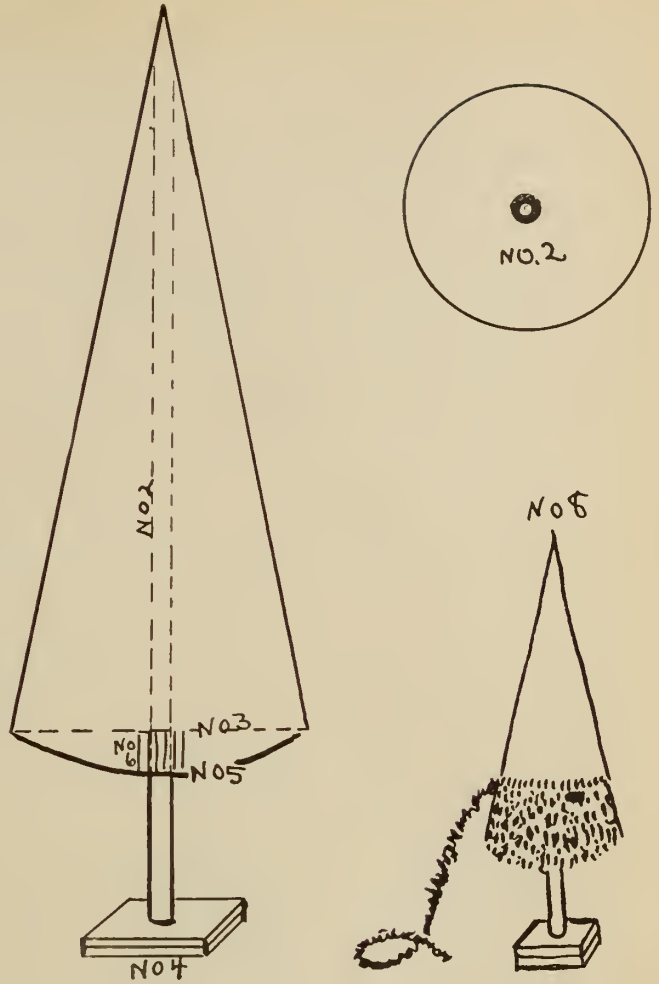
SKETCH No. 2

Suitable for a General Store Window—Inexpensive and of a Decidedly Attractive Appearance

This is a simple and effective window which can be made at a cost of about \$2.50 or \$1.50 if the holly wreath in the center is not used. Cover the background with white crepe paper, and cut strips of red crepe about four or five inches wide and divide off into panels as shown in the illustration. I would take about 6 rolls of white crepe paper and also cover floor of the window with white crepe paper.

To make the bells try to secure decorative crepe paper on which there are large bells. Cut these out and mount them on cardboard. The ribbon will be found leading from the bells on this paper. Cut out and arrange as in the drawing.

The Christmas letters should be cut of cardboard exactly the size wanted, and by buying a holly crepe paper, you can cut out the holly and paste on the large letter making them appear as if they were covered with holly.



RAABOUST 1912

The effect of this window is pleasing and cannot fail to draw attention to shoes on display.

The cost so far would be about—

6 rolls white crepe paper at 10	60
2 rolls bright red paper, at 10	20
2 rolls crepe paper with large bells at 15	30
1 roll crepe with holly	15
	\$1.25

If the trimmer can afford it a holly wreath such as is seen in the background would make this display idea decidedly attractive and would cost \$1.25 making the total outlay for the window \$2.50.

If the trimmer prefers, he could use evergreen roping instead of red crepe paper to divide off the panels, but in this case the Christmas letters should be in red

SKETCH No. 3

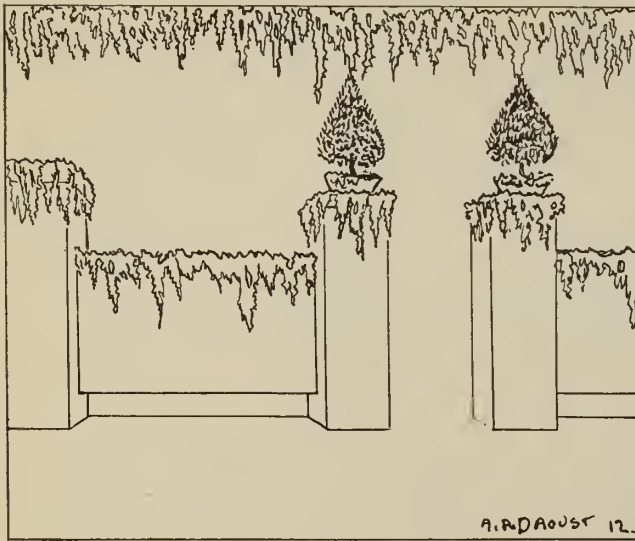
A Window Setting Suitable for a Small or Large Town Dealer in Family Footwear

First of all make the pillars and fence the size wanted from shoe cases, which are usually laying around shoe stores. When this is completed cover with white felt or ordinary common muslin.

When the whole thing is covered and ready to go in the window, take a cold water white paint such as alabastine or calsomine, apply freely on what you have prepared. If the pillars and fence are covered with muslin or felt it does not matter; apply this cold water paint freely on the whole, and just before it dries sprinkle with diamond dust.

When this is done cut out of the felt or muslin strips of icicles to suit your taste, long or small as you like. When they are cut dip them in the cold water paint and hang them up to dry.

To make the evergreen trees shown in this sketch follow the instructions as in the descriptive sketch of how



SKETCH NO. 3

to make evergreen trees, altering the size to suit your purpose and you will find, when this is all done, that it will be about the most simple holiday display to put in that there is. Once you are ready to put this in the window you will find it very simple.

Use cotton wool which you can buy in large bundles for the floor and sprinkle heavily with diamond dust.

It would be difficult to estimate the cost of this display as the outlay all depends on the size of the window, but it would be safe to say that it would not exceed \$6.00.

Believes He Is the Youngest Retailer



"I think that I am the youngest shoe retailer in Canada. I am only twenty-two years old and previous to starting business for myself I had seven years' experience in the game. I believe that a good trade can be done on a live residential street in a large city and, although I began only a few months ago, I have done far better than I ever expected."

The speaker was Allan Simpson, 419 Parliament street, Toronto. The shoeman in a residential section of a big city has different problems to face than have those located on a main business thoroughfare. "I have worked in a number of retail shops," continued Mr. Simpson, "both in Toronto and Montreal, and although I changed my position frequently I did so of my own accord and with one end in view, to get new view points and varied selling insight. I



knew the experiences would serve me in good stead. I was anxious to get into business for myself as soon as I felt that I had the requisite knowledge and a suitable opportunity presented itself."

Mr. Simpson has a neat and attractive store and is a good stock keeper. He handles hosiery as a side line and has built up a paying trade in this connection. The first month that he opened was June last, when people were buying summer footwear freely. He took in over twelve hundred dollars that month, although the stock on his shelves did not reach in value more than two-thirds this sum. He watches the various lines closely and his policy is absolute satisfaction to the customer or money freely and cheerfully refunded. No questions are asked customers if they return the footwear and, by this means, he has gained the confidence of the public. He will not allow an ill-fitting shoe to go out of his shop if he knows it. Not long ago a man came in and bought a pair of rubbers for his wife. As he was leaving, he incidentally remarked, "I presume if these do not suit I can bring them back and get my money."

"Certainly," declared the proprietor.

The next day the buyer returned with the rubbers.

"All right, here is your money and no harm done," came the quick response with a smile. As the man was departing he stopped long enough to say, "I like the cheerful way in which you do business here. When shoes are returned you do not ask all manner of questions as to the why and wherefore; neither do you hand back the purchase price with a grouch or grudge, as if the operation was painful. My wife bought a pair of shoes from a leading city establishment the other day and on getting them home found that they pinched her across the toes. She took them back to the store and they were ill-natured enough to make all sorts of unpleasant remarks. She got very scant attention."

Three days later this man was back to Simpson's store and bought a five dollar pair of shoes for himself. Since then he has purchased several other pairs for his family. Mr. Simpson furnished this incident as one of many examples of what cheerful, obliging service will accomplish in building up a residential family trade.

Who Is Responsible for So Many Returned Goods?

Retailers Who Allow Themselves to be Imposed on Pass Along the Complaint to Jobber and Manufacturer—Some Customers Who "Work" the Dealer for a New Pair While He in Turn Tries to "Work" the Wholesaler

The problem of returned shoes is one that gives the retailer, wholesaler and manufacturer eternal trouble. How can a frequent source of misunderstanding and often imposition be minimized? Who is to blame for much of the unpleasantness that arises and often leads to the loss of customers and accounts? The wholesaler or manufacturer may blame it on the retailer, and the latter will pass the censure along to a cranky or crafty customer or hurl the charge back at the factory or the warehouse. There are unreasonable and nervy people in every line of trade, but perhaps no business has more proportionately than the shoe trade.

There is a class of customers in every civilized centre who think, if they pay four, five or six dollars for a pair of shoes that the footwear should last them pretty nearly to the end of their natural days. Sole leather should live as long as a concrete sidewalk and upper stock should never crack, peel, pipe or split. It should have the life of steel.

There is another phase of human nature too and that is patrons wear shoes much longer than they think they have.

Speaking of the matter of returned goods and complaints, an Edmonton shoe dealer recently said, "There are four classes of kickers and possibly about 50 per cent. of the kicks made are reasonable and just. The other 50 per cent. will arise from a variety of causes. If you can satisfy a kicker without too great loss, he is apt to become an admirer of yours and pull for your establishment in great style. One class of persons will buy at your store and after a few days the shoes have given out at some vital point. The sole has become loose, the heel comes off, the stitching is ripped or some other defect has been discovered. These should be remedied cheerfully and readily. Then, occasionally, shoes have not been cut properly or otherwise damaged in the making. It would be advisable to explain the cause of this break and communicate with the manufacturer, although they generally take every precaution and have an excellent system of inspection, still there will be a slip now and then. The retailer then should hand out a new pair for, on returning shoes to the manufacturer, he will, if the request is reasonable, get a credit note for the amount.

Meeting the Customer Halfway

"With many of the disputes that I have had, where the sole has worn through or the shoe has ripped at the heel, I have found it advisable to meet the customer half way, or if repairs could be easily made, I have in some instances paid for the work. Of course, this all depends on the nature of my customers. Most people are willing, if their shoes have been worn any length of time, to pay for the wear they have had out of them. This applies to poor stock, factory damaged shoes, etc. Where people are willing to do this, there is no trouble at all in converting a dissatisfied customer into a satisfied one. Tell callers who make decidedly unreasonable demands that you appreciate their trade but cannot possibly give them a new pair of shoes, as the factory will not stand back of you and they should not expect an unreasonable thing of a retailer.

"But there is one class of people that I fairly delight to get even with and that is the chronic kickers, or the people who come in with the deliberate attempt to defraud and work me for a new pair of shoes, either by bluff, pretence or indignation. I can generally spot such deceivers. It is not necessary to pitch these people out bodily, but you can tell them in pretty plain language where to get off at. Their troubles are generally all their own making. They have either bought very cheap shoes which we told them at the

time would not give them any wear or service, or else they have not allowed my clerks to properly fit them, and as a consequence they suffer. They growl about too narrow toes; too high an arch; too short a forepart; too high heels, etc. My plan is to show them the shoes are too short or too narrow, and tell them, if they will not allow themselves to be fitted properly it would be better for them to take their trade somewhere else, if they think they cannot get satisfaction at my store. However, it is not well to fly off the handle altogether with any customer; still I do not believe in getting down and grovelling in the dust."

What the Maker Is Up Against

A certain shoe manufacturer in Quebec had returned the other day by a retailer a pair of tan cowhide men's nailed blucher boots for which the dealer had paid the manufacturer \$1.85. The firm had given the customer a new pair and asked the factory that they be given a credit note for the full amount of the shoes. The accompanying illustration affords the reader some idea of what the pair looks like.

The buyer said that they had been worn only a few days. The reader can judge for himself the soundness of this assertion. The manufacturer, in writing to this paper,



says: "We think that it would be pretty hard for a lasting machine to stand leather just as tender as the leather returned to us. We would like your view as to what position a manufacturer should take in a case like this."

The SHOE AND LEATHER JOURNAL has shown these shoes to several retailers and manufacturers and they are of the opinion that the retailer in the first instance was an "easy mark" to allow the customer to return the shoes and get a new pair gratis. The shoes evidently had been worn in all kinds of weather and trying conditions and so far as the heels and soles indicate, had seen fully three months' service. If this retailer had had a little more firmness he would have promptly turned down his customer who ostensibly was making the complaint through ignorance or with intent to defraud. There is also every evidence that the vamps were scorched when being dried by a fire.

As to what attitude the manufacturer should adopt in a case of this kind, he should refuse to extend a credit note for the full or any portion of the amount for the shoes. It looks as if the retailer had been bluffed by the customer and the former wanted to get even by making an unjust exaction upon the manufacturer. Sometimes manufacturers and wholesalers will not entertain claims of retailers, when they should do so, but it is not for one branch of the trade to make a broadcast reflection upon another branch. It is only by checking the trouble at its very source that such instances of imposition are minimized. Most men are reasonable in settling claims on "returns."



SHOE FACTORY NEWS.

The Maple Leaf Shoe Manufacturing Company have registered in Montreal.

James Linton, of James Linton & Co., Montreal, is on a business trip to Winnipeg and the West.

F. W. Knowlton, of Montreal, Canadian manager of the United Shoe Machinery Co., was in Toronto last week.

The La Duchesse Shoe Co., of Montreal, have recently registered as shoe manufacturers.

Wm. A. Marsh of the W. A. Marsh Co., Quebec, was in Toronto for several days last week on business.

The Canadian Leather-board Co., of Village de Chamblay, Que., has been incorporated with a capital of \$50,000.

It is understood that Federal Shoe Factories, Limited, has been incorporated and will locate in Maisonneuve, Que.

The Solid Leather Shoe Co., of Preston, Ontario, have decided to add another storey to their factory in order to meet the rapidly growing demands of their business.

The Dominion Tire Co. has been incorporated with a million dollars capital. It is stated that this company will be a subsidiary company of the Canadian Consolidated Rubber Co. of Montreal.

Seaforth, Ontario, may have a new shoe factory. Negotiations are now being conducted with the Board of Trade and a representative of the company was in that town recently laying the project before the members.

A despatch from Amherst, N.S., says that the Amherst Boot and Shoe Company are making great strides and it is expected this year that the company's output will pass the million dollar mark, which will be more than \$125,000 ahead of last year's record.

The new factory of Underhill's, Limited, in Barrie has taken on a number of employes. The uppers are now being made in Barrie and when all the machinery is installed the whole shoe will be turned out.

The Berlin Felt Boot Co., of Berlin, are erecting a large extension to their shoe factory. It will be three storeys high and 75 feet long. The work is being pushed rapidly and the addition has been rendered necessary by the greatest year's business in the history of the firm.

The work of digging out the ground for vats at G. W. Sadler & Co.'s tannery at Stanbridge East, Que., has just been completed. Thirty-two vats will be placed in position and when completed over twenty more will be placed in another part of the tannery in connection with what are already there. This will mean that they will tan 150 more hides per week than at present, making a total of 400 hides per week.

A. R. Clarke & Co., Toronto, tanners, are building a brick addition to their factory which will be 130 ft. x 50 ft., three stories high. The company are growing rapidly and producing 500 pieces of patent leather a day at present. The addition will contain departments connected with the manufacture of gloves and sheep-lined coats and the extra space in the old building will be used in connection with the patent leather department.

Considerable damage was done recently to the shoe factory of Gale Bros., in Quebec, located on St. Valier street. The blaze originated in the top storey and a general alarm was sent in. The firemen did splendid work. Much of the loss was in the cutting department at the top of the building, but the water came through the whole structure. The damage was confined principally to the front portion of the factory. The loss, which amounted to several thousand

and dollars, is covered by insurance but the output of the firm will not be affected as steps have been taken to fill all orders.

The proposal to bring the Canadian branch of the E. T. Wright & Company, Rockland, Mass., manufacturers of Just Wright shoe, to St. Thomas, was unanimously endorsed at a well-attended meeting of the Board of Trade and the prospects are that the by-law in this connection, to be submitted to the ratepayers on December 4th. will be carried by the most substantial majority ever given any such proposition in the history of St. Thomas.

The spring orders of the Reliance Shoe Co., of Toronto, have been so satisfactory that they are now looking for larger premises, to which they will move as soon as they find a suitable location. The firm are manufacturing an exclusive line of boys' shoes called "The Canadian Boy Shoe," and under the management of Mr. Rivett the business has expanded to such an extent that they are forced to seek more spacious quarters.

The new shoe factory which will be erected in Brandon, Man., by the E. V. Donaldson Company will be three storeys high and construction will be started early next spring. At a conservative estimate, it is stated, the concession granted to this company is worth easily \$25,000; but it is believed that the value of the resulting benefits to the city will far exceed this sum. The new company will be a Manitoba corporation capitalized at \$75,000, the agreement with the city requiring that this amount of stock be fully paid up by June 1st next, and that all employees of the company be Brandon residents.

The early approach of winter has interfered with construction work on the new factory of the Edmonton Leather and Shoe Co. of Edmonton, in the same measure with which it has retarded other development work in the West. Despite weather obstacles, however, contractors Congdon and Oliver have practically completed the construction of the basement for the new factory and will proceed with the erection of the building during the next two months as rapidly as conditions will permit. The new company are already turning out manufactured leather goods in the first factory built last fall and have many orders on hand.

The new extension to the Brandon Shoe Co., Brantford, Ontario, is almost completed. The floors are now being laid and the windows put in. The firm expect to have the building finished in about three weeks' time ready to instal the machines. The most of these are now in the factory and the remainder are ready for shipment. The enlarged plant will have a capacity of one thousand pairs per day of men's fine welts. It will be one of the most up-to-date and best lighted of any in the Dominion, equipped with all the latest appliances. The machines will be operated by motor power. A vacuum system of heating is being installed which will give better results than the old plan. A. Brandan, managing director of the company, states that their orders have increased considerably over last year and, with the outlook for the future, they expect to have the new building as crowded as the old one.

Mr. Justice Beauvin recently refused to grant an injunction sought by J. & T. Bell, Ltd., against the Rideau Shoe Co., Montreal, on the grounds that the petitioner had failed to prove adequately that there was sufficient reason for such injunction. The matter at issue between the two firms is a special type of cushion sole, to which petitioner claims exclusive patent rights. The respondent opposed the demand by presenting letters patent which it advanced as covering the special type of sole which it manufactured. In view of

the conflicting patents the court decided that the matter was one which would have to be threshed out in a hearing on merits, and hence dismissed the application, reserving however, to petitioner its right to take an action in damages against the respondent.

Montreal Shoe Manufacturers Elect Officers

The Boot and Shoe Section of the Canadian Manufacturers' Association held their annual meeting Thursday, November 21st, in Montreal at Cooper's. Several important matters were discussed, but owing to a small attendance another meeting was called for Tuesday, December 3rd, at which an important question will be brought up.

The annual report was also read by Mr. Jos. Daoust, the retiring chairman and the following officers were elected for the ensuing year: Chairman, Geo. A. Slater; vice-chairman, Nap. Tetrault.

Transportation Committee—Raoul Lanthier, N. Macfarlane, R. L. Savage.

Tariff Committee—Walter Smardon, O. Brunet, W. F. Louson.

The Executive Committee is composed of the following:—Geo. A. Slater, Nap. Tetrault, Ralph Locke, Raoul Lanthier and Walter Smardon.

Visit to U.S.M. Co.'s Plant

Through the kindness of the management of the United Shoe Machinery Company of Canada, the Montreal Association of Superintendents and Foremen enjoyed a trip through the U. S. M. plant at Maisonneuve on November 12th. The party were taken in automobiles from the Association hall, 235 Beaudry street, and were received at the Machinery Co. by Messrs. Knowlton and Algeo, and assisted by members of the staff, were shown through every department of the new building.

Although the members of the Association were aware that the U. S. M. plant was run on a large scale, they did not expect to see such a big and perfectly equipped factory, and were very much pleased to have the different workings explained to them.

After going through the factory, the party adjourned to the company's fine big dining room, where a very tasty luncheon was served and speeches made by Messrs. Knowlton and E. F. Leonard, president of the Association, in English and by Messrs. Lepine and Giroux in French. Among other things, Mr. Knowlton told the members that he was very pleased to have them. He wished the Association all kinds of success in their work, and on behalf of the company, asked them to call upon him if at any time there was any way in which he could assist them.

Mr. Algeo was toast-master for the evening. Much credit is due to A. O. Giroux, secretary of the Association, who looked after details for Superintendents and Foremen. Members of the party were not slow in expressing their thanks to the U. S. M. management. About ninety members and their friends were on hand. This was the first time any association has visited the building.

Ineffective Customs Supervision

Revelations made recently by manufacturers engaged in the boot trade throw considerable doubt on the effectiveness of the Customs supervision of imported boots. It does not seem always to enter the mind of the Customs officials to have doubted the genuineness of the articles. An inspection of two classes of goods yesterday (says the Melbourne "Age" of Australia), showed there is need for inquiry into the methods adopted by the Customs Department.

A child's leather shoe manufactured in Great Britain was stamped on the sole, "Leather shoe, leather insole and outside, cardboard filler. Made in Great Britain." Yet that shoe on being examined by men engaged in the trade revealed the insoles were made of "skivings," or what the general public would term cardboard or brown paper. "Skiving" is the word used in the trade for the strips or scraps of leather which are gummed together. It may be imagined what the result of moisture would be on such texture and how long it would stand once wetted. Moreover,

the stiffening at the back of the shoe, supposed to be made of leather, was found to be of the same substance, and even the perspiration of the foot would be sufficient to cause the stiffening to become nothing more or less than limp pulp.

The other shoe examined was a patent leather blucher shoe, stamped "All leather." This shoe was made in the United States. The side having been cut it was seen that the insole was of cardboard, or "skivings," and that the stiffener at the heel of the shoe was of the same composition. Only a thin piece of leather had been used for the outside of the sole.

It is probable that the matter will be laid before the Minister of Customs during the course of the next few days, when an inquiry will be asked for as to the possibility of checking such importations.

The Man Behind the Industry



This is E. C. Getty, vice-president of the Galt Shoe Manufacturing Co., Galt, a vigorous concern which although started only two years ago is rapidly forging to the front. Previous to becoming connected with the Galt Shoe Co. Mr. Getty was in the employ of Getty & Scott, beginning with them when they first started business about 18 years ago.

At that time the modern machinery of to-day had not been thought of and shoemaking was practically a hand operation from start to finish. His experience covered every department from cutting-room to shipping room and through industry, perseverance and intelligent application combined with a natural tendency toward shoemaking, he steadily rose while in their employ to department foreman. He then severed his connection with Getty & Scott and immediately applied himself to the pioneer work of building up a new business, with the present gratifying results.

Dr. J. H. Radford is president of the company and A. M. Stuart secretary-treasurer. The company will erect a new factory as they were recently granted a loan of \$15,000 by the town of Galt, who carried the by-law by a large majority. The vote stood 605 for the measure and 53 against.


The funds secured will be used in erecting a new brick building about 50x100, four-storey and basement, with ample provisions for unlimited future extensions, giving the company an output of 1,000 pairs daily and furnishing employment for 175 hands, thus nearly doubling the present capacity.

The output at present consists of a full line of turns and McKays in infants', children's, girls', little gents', misses' and youths' sizes and when the new building is completed the company intend to extend to the larger sizes. Their product has always been confined to the retail trade, and increased capacity will enable them to be represented over the entire Dominion.


Soon after they began business the company were given a hearty recognition by the retail trade and found it necessary to incorporate. Operations had to be extended greatly in less than a year. In the two years of their history the output of the Galt Shoe Co. has increased from 50 to 500 pairs daily.

Two Lasts That Take Admirably

The Boston Last Co., of Boston and Richmond, are having considerable success with two of their 1913 lasts recently shown to the manufacturers for the first time. The company has given a great deal of study to the making of these lasts and believe that they have succeeded in getting up something which will please from every standpoint. The lasts are comfortable, being roomy yet stylish. The toes are modified, being a happy medium between the rather extreme high toe and the fairly popular receding toe. The new lasts should be much in evidence next year. The illustration of man's shoe shown in their advertisement was made by The Brandon Shoe Co., of Brantford, and the woman's shoe was made by The Minster, Myles Shoe Co., Ltd., Toronto, Ont.



AMONG THE SHOE MEN.



Arthur Hanson, formerly of Lardo, has bought out a shoe shop in Kaslo, B.C.

E. H. Estman, formerly of Simcoe, has opened a shoe repairing shop in Gravenhurst.

I. H. Morrison, harness and leather dealer, for many years in Mount Forest, Ont., died last week.

The stock of D. McIntyre, of Appin, Ont., who deals in shoes and groceries, was damaged by fire last week.

W. S. Pettes, representing Thompson Shoe Co., Montreal, has returned from a very successful trip to the lower provinces.

A. E. Saucier, of the A. E. Saucier Shoe Co., Montreal is on a business trip to Worcester, Lowell, Lynn, Salem, Brockton and Boston.

The shop of J. E. Berryman, shoemaker, of Hamilton, was entered the other night and several pairs of shoes and rubber heels stolen.

The Thompson Shoe Co., Montreal, have enlarged their offices and warehouse, thus enabling them to handle their trade more expeditiously.

H. Lambert, of Callander, Ont., has opened a branch shoe repairing and shoe making shop in Powasson, Ont., under the management of S. F. Layton.

George Cain, general sales manager of the Miner Rubber Co., who has been on a business trip to the Pacific Coast, has returned to Montreal.

W. C. Myers, western representative of the Rideau Shoe Co., of Montreal, has returned to Toronto after a most successful trip throughout the prairie provinces.

Percy C. King, late of Aylmer, Ont., has opened an up-to-date shoe repair shop in Guelph and has installed a 22-foot model M complete Goodyear outfit with stitcher.

H. B. Pollock, of the Regal Shoe Company, who has been on an extended business trip through the Maritime Provinces for several weeks, has returned to Toronto. He had a very successful trip and reports trade as active in the east.

Wallace Bros. have opened a fine new shoe store in Guelph, Ontario, in the opera house block. Miller Wallace was formerly with W. C. Goetz and has been joined by his brother, W. L. Wallace, of Minneapolis. They have put in a new and up-to-date stock of footwear.

The Lynn Shoe Company, Limited, have purchased the old stock of E. Larose, Montreal, which they are selling off preparatory to re-opening this store which will be entirely renovated. G. A. Barriere, the manager, states they will sell their own shoes and intend featuring a one-priced boot.

The St. Leger Shoe Co., who now conduct four retail establishments in Toronto, will next week open up a fifth store in the city. They have leased the premises at 1218 Bloor street west and have put in a large stock of footwear. The company have the largest number of stores of any retail concern in Toronto.

The shoe store of the late Isaiah Pratt, 290 Wellington street, Ottawa, has been reopened. The stock and fixtures having been bought at 59 cents on the dollar by the new proprietor, Wilbert E. Smith, son of A. J. Smith, who for many years has been connected with the Ottawa Boot and Moccasin Company.

St. Thomas has another shoe factory in sight, and is negotiating with a large firm in Detroit with reference to the establishment of a Canadian branch. A deputation from

St. Thomas visited Detroit recently to interview the heads of the company, who will employ about one hundred hands in the new plant.

Speaking of the proposal to increase the price of shoe repairs, owing to the constantly advancing prices for leather, a leading repair man of Hamilton, says: "We cannot live on the present prices. If shoes are worn very badly it takes about a pound of leather for half-soleing and heeling. We get from 75 cents to \$1 for it. The prices will likely be raised from 75 cents for half-soleing to 85 and 90 cents, and the cost of heeling will be raised from 25 to 30 cents. Other work will be raised accordingly."

Uniformity in the bankruptcy laws, in order to give foreign merchants trading in Canada confidence in the stability of the country, was strongly advocated by the Chamber of Commerce in Montreal at a recent meeting and a resolution was passed, calling on the Federal Government to enact such a measure. It was pointed out in the resolution that, since 1880, there had been no uniformity in the law dealing with liquidations, and the necessity for reform was being increasingly felt by business men. A further resolution was passed petitioning for the amendment of the Lacombe law, the administration of which was said to be defective, and not to give either creditors or debtors proper protection.

The thirtieth annual meeting of the Northwest Commercial Travelers' Association of Canada was held recently in Winnipeg, J. H. J. Murphy, who is president of the association, presiding. The list of the new office-bearers is: President, William Stitt; vice-president, A. McAllister; treasurer, L. C. MacIntyre; directors, J. H. J. Murphy, A. E. Wayte, J. M. Scott, E. H. Lee, G. H. Bolton, W. J. Litster, Charles Holden, J. E. Holland, John Brockest, C. M. Scott, L. Nash, J. P. Minhinnick. Scrutineers—F. H. Agnew, chairman; William Stitt, R. McGowan, J. M. Scott, A. McAllister and George Bolton. The board of scrutineers is appointed to receive ballots for the election of an advisory board for the provinces of British Columbia, Alberta and Saskatchewan. The announcement in this regard will be made at the annual business meeting of the association on December 21st next. At this meeting the reports for the year will be presented.

Many friends will regret to learn of the death of W. L. Ogle, manager of the Halifax branch of the Gutta Percha and Rubber Manufacturing Co. of Toronto. He had been identified with the company for about a quarter of a century and had been ill for some time. It was only a few weeks ago that A. A. Andrews, manager of the Winnipeg branch, passed away, thus making a loss of two valued members within a few weeks. W. H. Galt, manager of the Montreal branch, will have jurisdiction over the territory formerly looked after by Mr. Ogle, while H. D. Mewhirter is acting manager of the Winnipeg office. R. H. Greene, general sales manager of the company, has returned to Toronto after an extended visit to the western branches, going as far as Vancouver. He reports business as booming in the West, with crowded hotels and trains and merchants generally taking an optimistic view of the future. Mr. Greene has traveled over seven thousand miles in the last month, having visited Mr. Ogle in Halifax a short time before his death.

At a recent meeting of the Toronto branch of the Canadian Credit Men's Association L. J. Ball, secretary, gave an instructive address on the work of this rapidly

growing organization, and showed how wholesale merchants in various Canadian cities had been saved thousands of dollars through the exchange of ledger information under the auspices of the association. Mr. Ball cited numerous cases in which unscrupulous persons had ordered carloads of goods for which they never intended to pay. On the other hand, the association had given information which had enabled members to secure good new customers. In one instance a man ordered \$1800 worth of boots and shoes. He had no credit rating in Dun or Bradstreet, but reports of the Canadian Credit Men's Association proving him to be a satisfactory risk reached the wholesale firm as they were about to refuse the order. Then they reconsidered the matter, and the man had been a good customer since then, and is doing a big business.

Walter Burnill, who conducts the largest shoe repairing establishment in Canada at 75 Queen street east, Toronto, has, owing to the very high price of leather, advanced his prices for repair work. For new sewed soles and heels the figure is now \$1.35 per pair, instead of \$1.25, and there has been a corresponding advance in other work. If leather quotations continue to soar another raise for repairs will take place in the spring. Other repairers are taking like action as they contend there is no money in the figures which have prevailed unchanged for many years.

A new shoe firm will shortly open out in Saskatoon, Sask. The principals are W. S. Wyatt and J. A. Little, who have both been enterprising residents of that thriving centre for a number of years. They have secured premises in the new Cobold block and will have an up-to-date establishment in every respect. The store will be 72 feet deep by 25 feet in width. The manager will be F. A. Robinson, who had charge of the shoe department of Currie Bros. in that city for six years and has been identified with the footwear business for twenty-two years. He is thoroughly experienced and progressive and has been visiting Montreal and Toronto on a buying trip. The new firm, which will be ready for business by the middle of December, will handle leading lines and will also stock traveling goods.

A Bright Young Shoeman



One of the aggressive young business men of the Capital City of Ottawa is W. A. Arnold, of Somerset street. He saw a good opportunity to open up a men's wear establishment and grasped it. To-day he is not sorry that he made the venture. He carries a well selected shoe stock along with other lines. Mr. Arnold gained his initial experience with Charles Ogilvy, Ottawa, and later was identified with the firm of Macdonald & Co., Bank street. He has built up a paying residential trade and says that he extends very little approbation and only to those whom he knows to be trustworthy. He does not conduct a repair shop, but finds it handier to send out all jobs. Each year he has done an increasing business and expects that 1912 will top all others in the matter of turnover.

Some Happenings in Quebec City

The stock of Jos. Gobeil and Frere has been bought by C. Roy & Co., and Jas. Beaulieu & Co.

Ludger Bastien, sheepskin tanner, has returned from a business trip to Pembroke, Ottawa and Winnipeg.

J. B. Belanger, formerly bookkeeper of F. Schryburt & Co., has taken a similar position with Marier & Trudel, Ltd.

Wilfrid Langlois, formerly foreman in the cutting room of J. S. Langlois & Co., is taking charge of the cutting room of the J. M. Stobo Co.

Frs. Moisan, manufacturer of soft sole shoes, recently underwent an operation for his eyes. He is well enough, however, to attend to his shop again.

Huot & Bedard, of Lorette, are effecting some improvements to their factory so as to be in a position to ship all orders in ample time. They are making a specialty in men's and women's turned shoes.

Alfred Marois, of Tourigny & Marois, and H. Picard,

foreman of the cutting room, have returned after spending some time in Boston, Brockton, Lynn and New York. They had a very successful trip and report that the price of leather is firm and that the quantities on the market are very limited owing to the great demand.

J. A. Scott, leather dealer, and family left Quebec a few days ago on a three months' trip to the Old Country. While abroad he will visit the English and French leather markets. Several friends were at the dock to see him depart and gave him a hearty send-off.

The mild weather during the past few weeks has seriously interfered with the retail trade and very few rubbers and waterproof shoes have been sold. Several dealers complain that the new prices for next season are very high, but they are placing heavy orders for spring just the same.

Among the recent visitors in Quebec were A. C. Kitchner, Toronto, representing the Palatine Rubber Heel; Norman Morrison, representing the MacFarlane Shoe Co., of Montreal, E. J. Blaquier, of Regina, wholesale boots and shoes; J. M. Farnsworth, of Farnsworth, Hoyt & Co., of Boston, and J. H. Hamilton, of J. P. Blouin, Ltd., of Montreal.

A Hunting Season Window Display

A simple, yet effective display of hunters' and prospectors' boots was that shown in the window of R. Neill, George St., Peterboro, recently. The setting of the window was appropriate to the goods shown, yet there was nothing extravagant or such as could not be arranged by most any shoe store. The idea was to have a setting suggestive of hunting, but still not too elaborate. A deer's head formed a central feature at the rear of the window which was trimmed with maple branches. On either side, standing on end were two logs about three feet long and with bark intact on which stood high-legged hunting boots. Farther to the front were additional suggestive features in the form of a gun and a stuffed bird. Among the lines shown in the window were hunters' long boots, heavy rubbers, leggings, moccasins, etc. Another feature of the window was an excellent show card calling attention to the goods. It was appropriately constructed in the fact that at the top, it had a picture of a deer about to enter a lake. This display, which could not help but attract a good deal of attention and business, was arranged in the central window of the store, between the two entrances. Mr. Neill has two larger windows on each side which are constantly decorated with the idea of attracting trade.

The New Six-Inch Heel

Here is something brand new in heels so far as height is concerned. If it becomes popular all females will constantly have to trip along on tip toe. This is a photograph just



taken of the new up-to-date shoe worn by the "civilized" women of fashion. The heels of these shoes are no less than six inches in height, and to walk in them the wearer practically has to bear her full weight on the tips of her toes.

News Budget from Winnipeg

What Members of the Trade Are Doing—Improvements to Several Shoe Stores—Personal Notes of Interest

Joseph Caron is booming things in his shoe emporium on Main street.

A new front has been installed and other improvements made in the shoe department at Robinson's.

John Affleck, of the Yale Shoe Store, has bought a fine house on Ruby street which he now occupies.

M. Simpson, of the Tom Stedman Co., Winnipeg, was in Boston recently on a business trip.

L. W. Kitley, formerly with the Yale Shoe Store, is now in New Westminster, where he is succeeding well.

Mr. Mulhall, who is very popular with the trade, is now manager for the Ryan, Devlin Shoe Co., Winnipeg.

A. Dryland, with the Ryan, Devlin Shoe Co., and formerly of Peterboro, joined the ranks of the benedicts last month.

John A. Vallery, of P. E. Frank & Co., Toronto, was in Winnipeg recently and was warmly welcomed by many friends.

James Agnew has a fine store on Notre Dame street west and is doing a big business. He carries a well selected and up-to-date stock.

J. G. McDiarmid, of the Cook-Fitzgerald Co., W. E. Short, of the Kingsbury Footwear Co., and other travelers returning from the West report a record business.

W. Brown, of the Ryan-Devlin Shoe Co., has resumed work after a severe attack of typhoid fever which he contracted in Grand Forks, B.C., when on his holidays.

George Locke, who for some time has been with J. B. Douglas, of Calgary, "the shoe king of the West," is suffering from a severe attack of rheumatism and may have to leave Calgary. His many friends trust that Mr. Locke will soon recover.

Some very attractive Thanksgiving Day windows were put in by Winnipeg shoemen. Those of the Avenue Shoe Co. on Portage avenue, and the Moyer Shoe Co. on the same street attracted a great deal of admiration and were really works of art.

"Spinney" Caldwell, who was for twelve years with the Ryan Devlin Shoe Co., recently joined the staff of the T. Eaton Co., and is now assistant manager of the shoe department. He is a bright and capable shoeman who has many friends in the trade.

Geo. Nickle has bought a fine new home at Basswood Place. Samuel Nickle, his son, was married recently. Mr. Thompson, manager of Mr. Nickle's shoe store, has also joined the ranks of the benedicts. Both are receiving congratulations from many friends.

A leading retailer remarked this week: "Business is beyond my expectations. We cannot buy goods good enough, at least high enough in price. It is nearly 30 years since I first sold shoes, and I never saw such a demand for high quality and high price goods. The people simply eat us up when we show extra fine quality and high class footwear."

The Rannard Shoe Co., contemplate making a big extension to their premises in the near future, taking over the store at the rear and one to the west. The enlarged quarters will make the Rannard establishment one of the most imposing and spacious in Canada. Mr. Eadie, who has been shoe appraiser in the Customs House here, and is a brother-in-law of Mr. Rannard, has resigned his position and taken an interest in the company. He will prove a strong factor in its success.

Featuring the Repair Department

Under the caption of "Brantford's Finest Shoe Store" there appeared recently in a paper of that city a full page illustrated advertisement of the Temple Shoe Store, with a write-up and half-tone cuts of the exterior, interior and repair departments. J. S. Weir, who has had extensive and practical experience in Guelph, Owen Sound and other

cities, is the manager of the Temple Shoe Store. This is how the establishment features its repair department and the prices charged, which are certainly low enough when the high cost of tap soles, top lifts, and other expenses are taken into consideration:

"Our repair department is in charge of Mr. George Sutton, an Englishman who has been two years in this country, and has had a life-long experience in the repair and making of shoes.

Mr. Sutton makes a specialty of the repairing of shoes while the people wait. The management of the store, with its characteristic forththought and enterprise, has provided for the comfort and convenience of the repair customers by fitting up a nice waiting room where they can sit and read while their old shoes are being converted into new.

Another of the specialties of the manager of this department is the making of shoes to order. In this feature of the business he is an expert. A perfect fit for every foot is guaranteed at popular prices ranging from \$4.00 to \$6.00.

The machinery installed in this department is the complete outfit of the United Shoe Machinery Company and it is of the most modern type. It is the only plant of its kind in Brantford.

Men and Boys'

Men's half soles, sewn	85c.
Men's half soles, nailed	65c.
Men's leather heels	25c.
Men's military heels	35c.
Men's rubber heels	50c.
Boys' soles and heels, nailed	50c.

Women and Girls'

Women's half soles, sewn	65c.
Women's half soles, nailed	45c.
Women's leather heels	20c.
Women's military heels	50c.
Women's rubber heels	40c.
Girls', sizes from 10-2, nailed.....	65c.

Patches, according to size, 10 cents and up.

Making a Success Selling at Odd Prices

Can a shoeman do a successful business selling at odd prices? Opinions on this subject seem to be divided. Some declare that it is the only fair way of merchandising and to increase profits; that the old idea of fixed figures on a dollar or half dollar is a relic of bygone days. They maintain that we have progressed in new standards and better system. Others contend that to sell at odd figures such as \$2.35, \$2.65, \$3.15, \$3.40, \$4.45, \$4.90, etc., savors too much of the bargain idea variety or departmental store tactics. They say that they use odd figures only when having a clearance or stock reduction feature. One of the leading shoemen of Alberta writes the SHOE AND LEATHER JOURNAL that he has built up his present large business selling on the odd figure basis. He calls his establishment a fair, square, dealing store and among the features set forth is, "There is no trickery or deception in this establishment. We give personal and expert attention to every customer and deliver parcels anywhere." This shoeman regularly issues to his customers circulars of the same color as his store front which has become historic. These leaflets are elaborately illustrated and a short description is given of each shoe with the price opposite. Here are some of the quotations and they are not for a special sale as the practice has prevailed for a long time: 98c., \$1.49, \$1.65, \$1.95, \$2.15, \$3.45, \$3.65, \$3.95, etc. Some of the catchy expressions used are "Comfortable fit and grand value," "Absolute satisfaction guaranteed in wear, fit and style," "Comfort for all feet," etc.

Preparing for Record Christmas Trade

Reports from various centres in Canada show that the past month has on the whole been a very good one in the retail shoe line. Sorting business is active but the sale of rubbers has so far been rather backward owing to the belated arrival of snow in some parts of the country. Nearly all of the western travelers for eastern manufacturers have returned and tell of a record number of orders in nearly every instance. Factories are very busy and, although leather prices are stiffening all the while, both in upper and

bottom stock, the increased quotations for shoes have not proved a deterrent for spring business. Retailers recognize that the advance has come to stay and have faced the situation philosophically, while many have raised the retail figures correspondingly. The factories are all on their spring runs and the past eleven months, with the majority of makers have been the most active in the history of the trade. Collections are fair and the outlook for the footwear business as a whole would seem to be good. Retailers in all parts of the Dominion are looking forward to a brisk demand for Christmas and are making special displays. They are featuring evening shoes, fancy house slippers, and all the latest creations in shoe styles. A number have increased their advertising space in the newspapers and are suggesting more and more that the most practical and useful gifts for the holiday season are those which will give comfort and warmth to the recipient. These talks are having a good effect and mean larger and better business to the alert retailer.

Selling Shoes for Over Thirty Years



This man has sold shoes in every town in Ontario and Quebec of a thousand population or over. He has been in the business thirty-two years. Probably by this time you have recognized him as S. H. Parker. He began his career with his brother, J. C. Parker, now of St. Alban's, Vermont, when the latter ran a shoe store in Montreal, as a retail branch of James Leggat. Later he was employed in the large warehouse for a couple of years only, to return to the retail when his brother bought out this end of the business on McGill Street. S. H. Parker next went with the Lynn Shoe Co., of Montreal, and covered Eastern Ontario. This was his first insight into road work, and he has been at it ever since. For ten years he was with the Tetrault Shoe Manufacturing Co., of Montreal. For five years he called upon the retail trade and afterwards looked after supplying the wholesale. Six years ago he joined the W. A. Marsh Co., of Quebec, as sales manager, and has managed to keep the great factory of the firm busy with orders from wholesalers in Ontario, Quebec, and the Maritime provinces, all of which territory he visits two and three times a year. Mr. Parker is a gentleman of a quiet, genial nature, who makes friends with all of his customers and the trade in general. When he was in the retail game in Montreal he became a familiar figure in the Recorder's Court, not as an offender, but as one who tracked down a number of boot thieves. In the early eighties times were not as prosperous as they are to-day. On the outside of the store hung long-legged and other boots and when the cold weather arrived the temptation to "swipe" footwear was very strong on the part of a number of worthless fellows, who wanted to do time in gaol until spring. They would stalk along, watch their chance, and make off with a pair of boots. The staff of the store was alert and gave chase, and many a man has Mr. Parker pursued and captured. Some would drop the shoes and fall into the hands of the police, and occasionally a miscreant got away with a pair which he would sell. The offenders were generally only too glad when they got a term in prison to carry them over the winter.

Death of a Popular Traveler

The death occurred recently in Montreal of Joseph A. Laberge, a popular and energetic traveler for Ames, Holden, McCready, Limited. He began his career on the road with the James McCready Co. over a quarter of a century ago and was well thought of by the shoe trade. Many friends will learn with regret of his death. The deceased, who was the son of ex-Ald. Laberge, was injured about six weeks ago in an accident on the Bay of Quinte Railway, and although his death was not directly due to the injuries

received at that time, he had never fully recovered from the effects. The late Mr. Laberge, who resided at 128 Bishop street, Montreal, was well known in that city. He is survived by his wife and two children.

Thrilling Escape of Rubber Salesman

Thrilling in the extreme was the experience of Jos. Harper of Ottawa, traveler for the Canadian Consolidated Rubber Co., when the ill-fated stern wheeler steambot, "Mayflower," sank in Kaminisseg Lake. All the passengers were drowned with the exception of three. Mr. Harper and the other two survivors, Gordon C. Peverley and J. S. Imlach, can attribute the saving of their lives to the fact that they caught hold of a coffin which contained a corpse. All through the long night they drifted about in the ice-cold waters until finally they touched shore. Harper found a cigar lighter in his pocket. It was damp and cold and would not ignite. For nearly two hours they blew on it until it was dry. A fire was then kindled and by the flames the three survivors kept warm for some hours. Finally they were able to signal a passing steamer which put in to shore and carried away the three men. Mr. Harper says it was one of the most awful experiences that any man could go through and come out alive. He is still confined to the house.

Footwear Conditions Down East

Writing the SHOE AND LEATHER JOURNAL from St. John, N.B., a correspondent, under date of November 20th, says:

"Business with local shoe dealers, both wholesale and retail, is in a fairly prosperous condition; but it could be greatly bettered with a change in the weather. The state of the atmosphere at present is such as to keep trade a little below the standard for this period of the year. So far the run on heavy boots has been slight. There has been neither cold weather nor stormy, and retailers are anxiously awaiting same before business picks up to any great extent. By this it must not be understood that trade is slow in St. John. On the contrary, it is not within the recollection of many dealers when their receipts month per month showed more encouraging results than for the current year, and each month thus far displays an increase over the corresponding period of 1911. It is expected to be a record year for the shoe business and merchants are well pleased. But, as has been said, with a change in the weather some lines which are heavily stocked, such as rubber goods and waterproof shoes would start moving, at least with greater satisfaction.

"Orders with the wholesalers are coming in to a most gratifying extent, and collections are well up to the standard. With navigation soon to close on the river, the up-country sections are being worked as much as possible, and consignments to the farming districts are being shipped on every boat. The difference in the cost of footwear is apparently not making any variation in the sales. Speaking of this, an experienced retailer said that he did not observe that the increased cost was interfering to any appreciable extent with his sales in any department. It was particularly noticeable that the returns from the shoe repairing plant were better than they had been for some time past. This would seem to indicate that people are endeavoring to make up for the increase in price by being more saving upon their shoes. 'But it comes just the same,' the shoemaker said, 'and so long as we keep the trade we are satisfied. Before very long the increase will be practically unnoticed. The buying public can be educated to purchase at an increase of fifty cents now just as they have been taught to buy at an increase some years ago, not only in regard to the shoe trade, but in other branches. The chief trouble with us, speaking from our standpoint as well as from the customer's, is that the advances come frequently. We have had to mark and re-mark our goods because of receiving later advices upon the cost, and though, of course, it enhances the value of our stock, still it is difficult to know at what set price to register the goods. But our sales keep up and there seems to be a most pleasing demand for dress boots in particular. Patents in both women's and men's lines are selling with little trouble, while other lines are going good as well, and the medium high toe has the call."

No Reduction on Shoe Tariff

Massachusetts sounds the first note of Democratic discord in national affairs, according to despatches from Washington. The despatches say that the six Democratic congressmen from the Bay State are agreed already to resist any Western demand for a reduction of the tariff on boots and shoes when the extra session of Congress, promised by President-elect Wilson, convenes next April. The Democratic leaders, the despatches say, are jubilant over the prospect of the extra session to revise the tariff, and they declare that no factional strike shall be allowed to interfere with the fulfilment of party pledges.

Had a Most Successful Year

The A. P. Cimon Shoe Manufacturing Co. held their annual meeting Saturday, November 23rd, which is the first since they moved into their new building. The report shows assets, which include stock in hand, machinery, fixtures, building and land, book debts, money on hand and in bank, etc., of \$172,261.13, and liabilities, including capital stock fully paid up, bills payable and due creditors of \$122,387.65, leaving a net surplus of \$49,873.48. The following officers were elected for the coming year: A. P. Cimon, president; Chas. Jeanotte, vice-president; Dr. L. Z. Renaud, secretary; Julien Therrien, director, and P. E. Houde, sales manager. Good progress has been made by the company since the organization over three years ago. In their larger premises the factory output is doubled and some new lines will be manufactured.

Sole Leather Goes Still Higher

There has been another increase of a cent in the price of sole leather and indications are that the figure may go higher before many weeks. The advances have been so numerous during the past year that it is almost impossible to keep tab on them. South American dry hides continue to ascend in price owing to the shortage and the demand. They are bringing thirty-five and thirty-six cents. Shoe manufacturers are now asked 30 cents for No. 1 hemlock sides, 29 for No. 2 and 27 for No. 3. No. 1 bends are quoted at 39 to 40 cents, backs 38 and crops 36 to 37. The figures for No. 1 oak sides are 34 cents per pound, No. 2 at 33, and No. 3 at 32. No. 1 oak bends are 45 cents, backs 41 to 42, and crops 38 to 40. There has been no advance in tap soles except the raise of ten per cent. which took place about a month ago. It is rumored that another jump of ten per cent. will take place early in the new year.

Shoes Stolen from Packing Cases

Shoe dealers in various parts of Canada have lately been victims of thefts of shoes in transit. One Toronto retailer has made no less than four complaints this year to the railway companies of goods being extracted from cases which have been shipped to him. Western men are also complaining of the theft of one, two, and even three pairs from the cases. While the railways have made good the losses in nearly every instance, dealers have been put to a good deal of annoyance and inconvenience. The packing cases are broken open and the pairs lifted from the cartons. The boards have been nailed on the box again very roughly, evidencing hurried work. An agitation may be started to have manufacturers bind all boxes with wire or strips of tin, which would, in a measure, prevent pilfering. "The practice of abstracting shoes from packing cases has become a veritable nuisance," remarked one of the victims, "and when I receive a case I set to work at once to check the goods and open every single carton only to find that one pair or more of boots is missing, while the case was full when shipped."

New Factory for Cape Breton

A movement is now being promoted for the establishment of a shoe factory in Sydney, C.B. The matter is now before the city council for consideration as to question of exemption from taxation, water rates, etc., but it is the general expectation that the application of the company will be regarded with favor. The name of the concern is the Nova Scotia Shoe and Leather Company, Limited, capitalized at \$100,000. It is their intention if their demands are granted

to erect the proposed factory within the limits of the city at an approximate cost of \$20,000, of which about \$10,000 would be utilized for the building, and about the same amount for machinery installation. Probably 100 persons would be employed, 80 per cent. male and the remainder female, at an average of \$15 per week in wages. Mr. P. E. Gough, who represents the company, says that about \$20,000 of the capital has already been subscribed. He asks on behalf of the concern, exemption from taxation on lands, buildings, plant and stock for twenty years, and free water privileges for the same period. The matter will be reported upon to the council by a committee appointed to look into it.

More Profit to Be Obtained

John McAllister, of Vancouver, B.C., says that a shoe business cannot be conducted to-day on the same margin of profit as a few years ago, and the volume or turnover has not increased in proportion to the advance in rent, wages, etc. Store rents in Vancouver have gone up fully 200 per cent. in the last five years, so great has been the progress of the city. The average increases in wages of salesmen have been from 15 to 20 per cent. To get business to-day more money has to be expended in store fixtures, window displays and advertising. A number of customers complain at the increased cost of footgear. The average price paid for the better grade of men's shoes in the Pacific Coast city is \$6.00 and for women's \$5.00.

Wants Hearing to be Public

Attorney-General Wickersham will carry to the halls of Congress in Washington his fight against the action of the United States District Court at Boston in ordering the hearings of the civil anti-trust suit against the United Shoe Machinery Company to be held behind closed doors. In his annual report to be submitted upon the opening of Congress, the Attorney-General will urge immediate legislation compelling open hearings in anti-trust cases. The decision of the Boston Federal Court would bar the public and representatives of the press. It is the first time that an anti-trust suit has been ordered heard in private, and the Attorney-General is strongly opposed to permitting such a precedent to be established.

Some Shoe Store Leaks

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

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

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

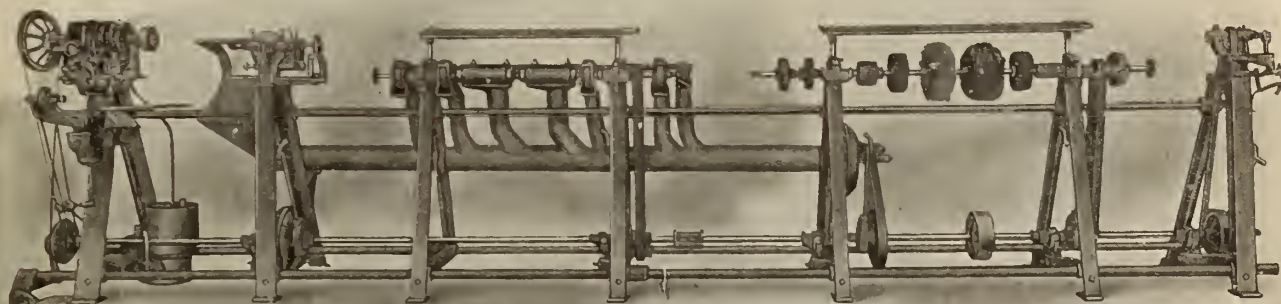
Fourth—Being short-handed, running along without sufficient store help; not allowing yourself time to study leather conditions, business methods and plans for increasing your business.

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

WANTED—Shoe salesman to handle my steel shoes as a side line. Sell at sight, especially in farm community. No competition, best advertised line. Write for particulars to Steel Shoe Co., Toronto, Can.

TRAVELER WANTED—Competent, energetic representative to sell on commission in Canada, for a progressive American firm, a splendid line of women's welts and McKays retailing in the Dominion at \$3.00, \$3.50 and \$4.00, and embodying extraordinary style value, quality and workmanship. This range is a superior one and affords retailers a big profit margin. State age, experience, etc. Address Box 37, care of SHOE AND LEATHER JOURNAL, 1229-31 Queen street, west, Toronto.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

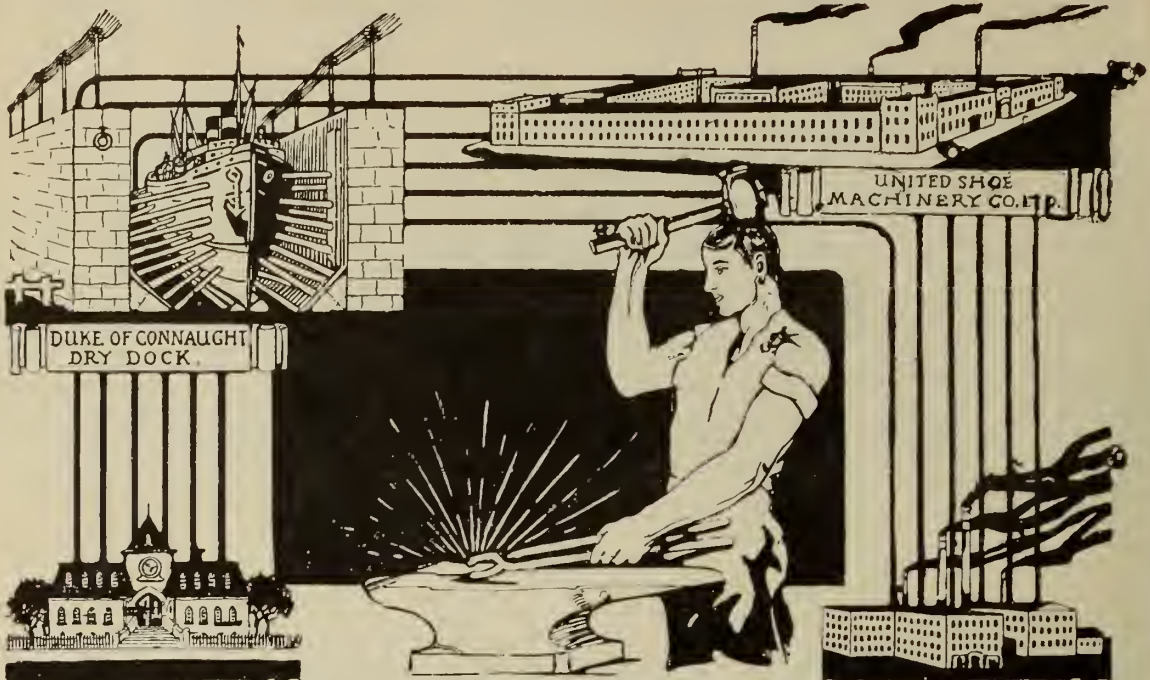
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SCHOOLS FOR THE WORKMAN'S CHILDREN

Maisonneuve THE "PITTSBURG OF CANADA"

ST. LAWRENCE SUGAR REFINERY CO.

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Why don't you build your factory in Maisonneuve, the city that takes first place in the value of its industrial productions per capita, of the Dominion of Canada.

Other manufacturers are finding it to their profit to remove their factory from places where competition is too keen for labor, where troubles exist, where shipping facilities are poor, and where they are otherwise handicapped, to Maisonneuve, the fastest growing industrial town in the Dominion.

We take care of the manufacturer here, as well as of the workman. This makes for the peace and profit of both.

Here are figures showing the value of the industrial production of the chief cities of the Dominion compiled by Mr. A. Blue, statistician of the government, and given before the manufacturers' convention at Ottawa, Sept. 25, 1912.

VALUE OF INDUSTRIAL PRODUCTION

Year 1910.	
First, Montreal	\$166,000,000.00
Second, Toronto	154,000,000.00
Third, Hamilton	55,000,000.00
Fourth, Winnipeg and St. Boniface	39,000,000.00
FIFTH, MAISONNEUVE.	21,000,000.00
Sixth, Ottawa	20,000,000.00
Seventh, Quebec	17,000,000.00

PROVINCE OF QUEBEC.	
First, Montreal	\$166,000,000.00
SECOND, MAISONNEUVE	21,000,000.00
Third, Quebec	17,000,000.00

IN THE DOMINION OF CANADA, PER CAPITA

FIRST --- MAISONNEUVE

Those facts speak for themselves. For more information see

M. G. ECREMENT, Secy.-Treas.
or HARRIS & L'ESPERANCE
 Industrial Commissioners,

13 BANK OF TORONTO
 MONTREAL

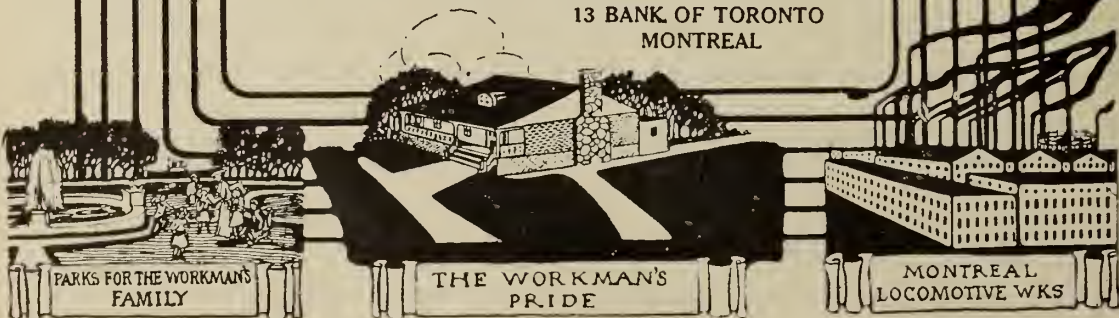
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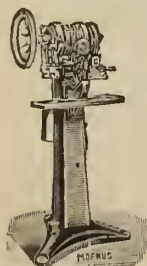
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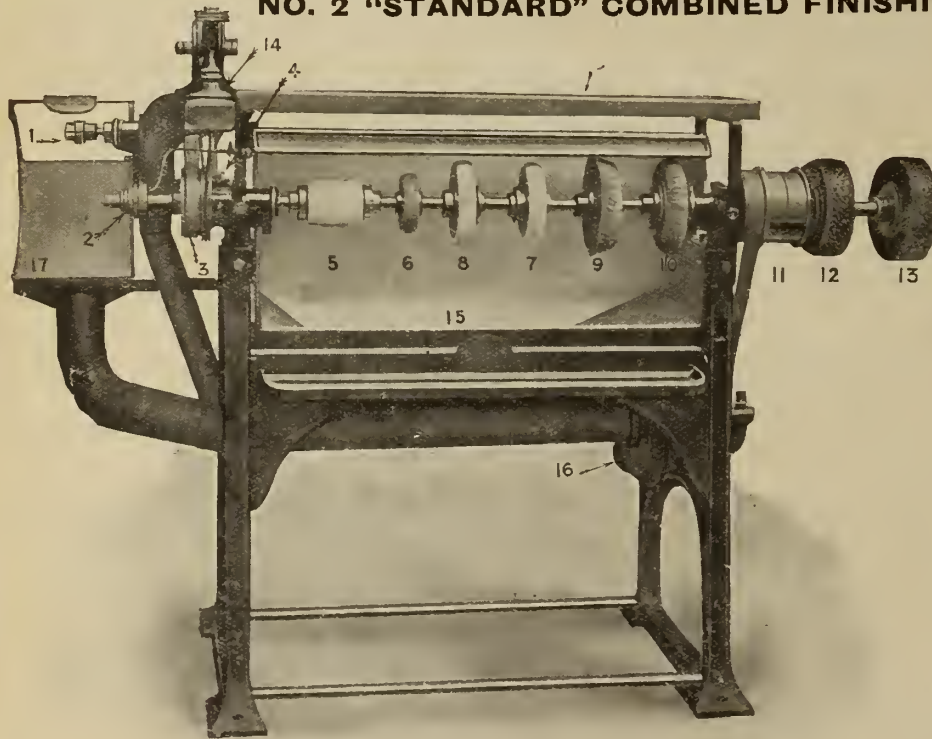
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NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

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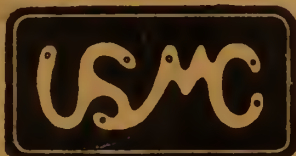
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And then we supply you with brands of Rubber Footwear which are the best the most modern facilities can produce, and brands that ensure satisfaction to the wearer.

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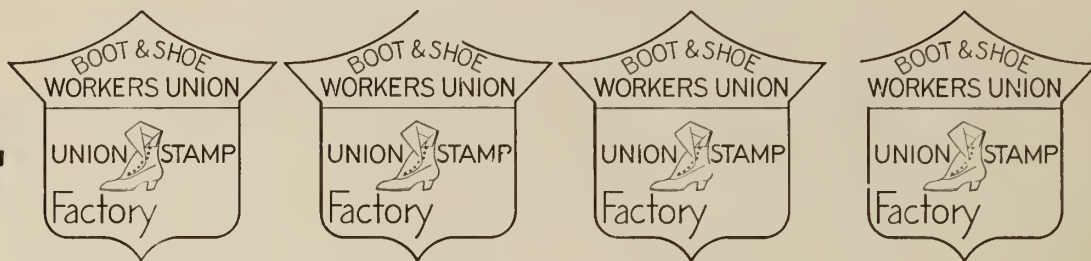
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A Merry One
and
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and Prosperity
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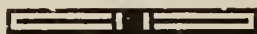
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Our campaign of advertising—educational in its nature—is teaching the public the importance of the Union Label, and the demand for Union Stamped shoes is enormous, and is rapidly increasing. You cannot afford to do without this large and profitable trade.



Boot and Shoe Workers' Union

246 Summer Street, Boston, Mass.

JOHN F. TOBIN, President

CHARLES L. BAINE, Sec.-Treas.

MAIN FACTORY

A. R. CLARKE & CO. - - TORONTO

LARGEST PRODUCERS PATENT LEATHER IN BRITISH EMPIRE



ESTABLISHED 1852

Factory and offices cover six acres of land.
The most modern and up-to-date machinery
is used in the manufacture of the leather.





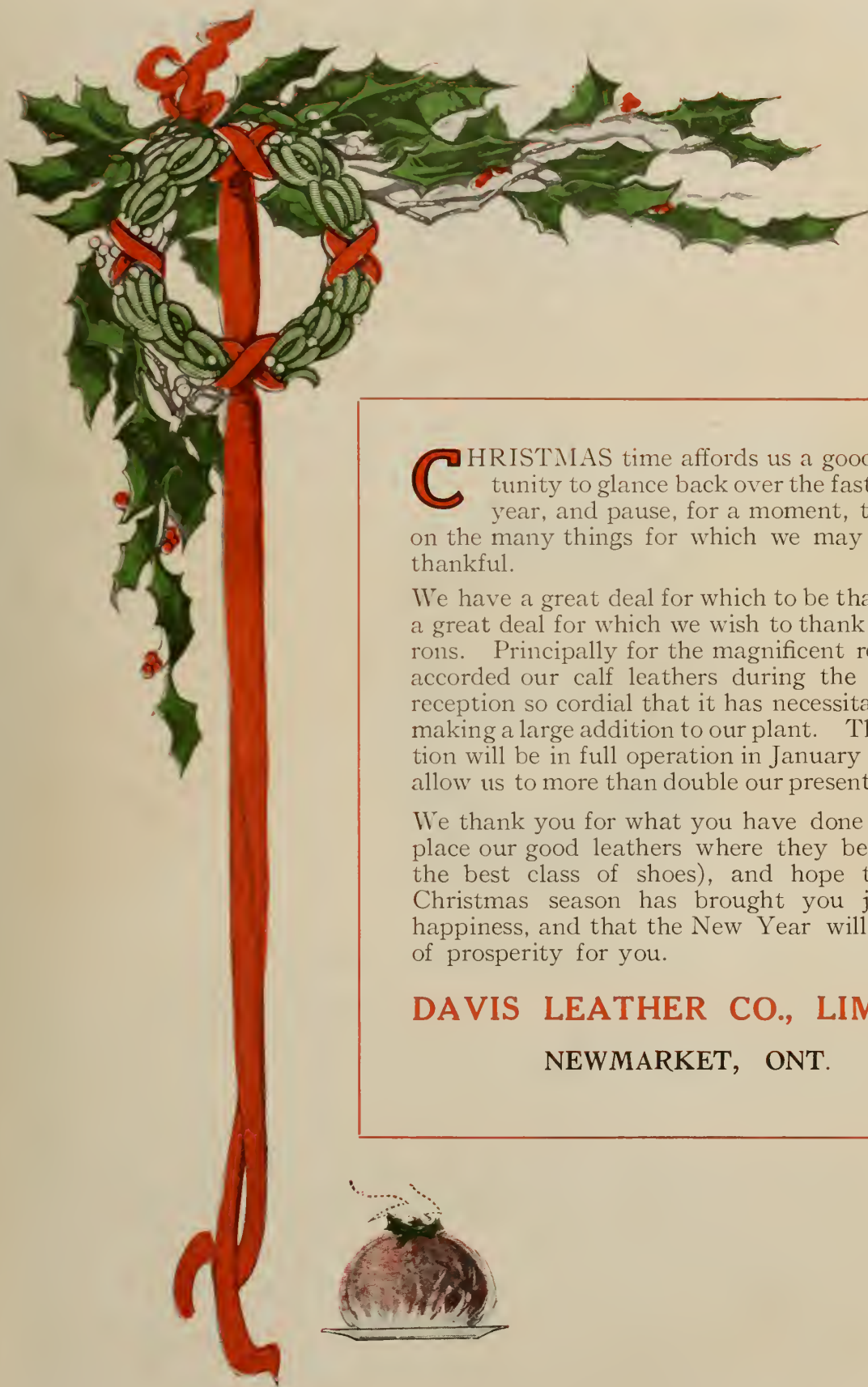
WHEN we look back over the year Nineteen-Twelve we feel that we owe to you sincere thanks for what you have done to bring Rideau Shoes before your customers.

We have endeavored to put into Rideaus values that would merit your esteem and good will, and

feel now that our efforts have been amply repaid by the pleasant relations we have had with you.

We ask you to accept our thanks and our wish that you may have a Happy Christmas full of Cheer, Good Luck and Merry Laughter; a heart to enjoy them all and a year of Hope and Happiness after.

THE RIDEAU SHOE CO., Limited
MONTREAL



CHRISTMAS time affords us a good opportunity to glance back over the fast-closing year, and pause, for a moment, to reflect on the many things for which we may well be thankful.

We have a great deal for which to be thankful—a great deal for which we wish to thank our patrons. Principally for the magnificent reception accorded our calf leathers during the year—a reception so cordial that it has necessitated our making a large addition to our plant. This addition will be in full operation in January and will allow us to more than double our present output.

We thank you for what you have done to help place our good leathers where they belong (in the best class of shoes), and hope that the Christmas season has brought you joy and happiness, and that the New Year will be full of prosperity for you.

DAVIS LEATHER CO., LIMITED

NEWMARKET, ONT.

How are your stocks of over- shoes, Lumbermen's and Light Rubbers?

We have complete stocks in
all lines and can ship same
day your order is received.



We can also look after orders for a
limited quantity of S.D. GOODS in
most of the lines.

Address your orders to

The KAUFMAN RUBBER CO., Limited

BERLIN—Factory and Head Office

TORONTO—76 York Street

MONTREAL—310 Craig St. W.

OTTAWA—281 Wellington St. E.

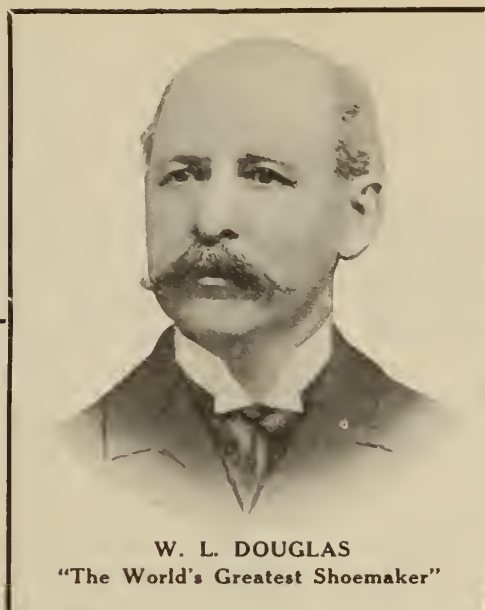
VANCOUVER

EDMONTON

SASKATOON

WINNIPEG

ST. CATHARINES FREDERICTON, N.B. TRURO, N.S. CHARLOTTETOWN, P.E.I.



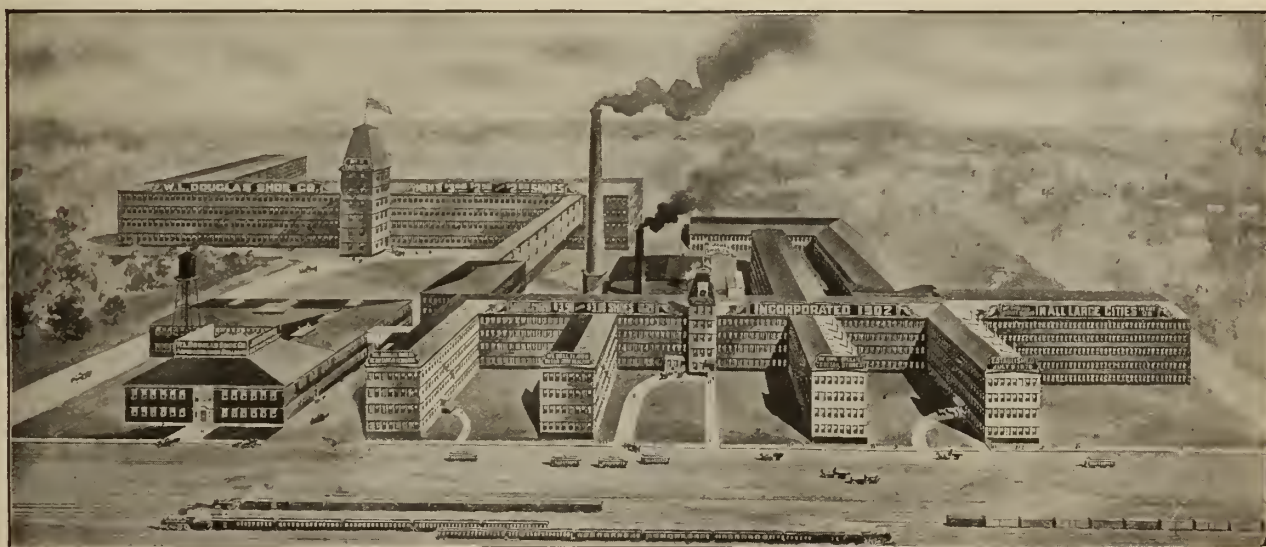
W. L. DOUGLAS
"The World's Greatest Shoemaker"

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

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

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

W. L. DOUGLAS SHOE CO., 201 SPARK ST., BROCKTON, MASS.



FACTORIES OF W. L. DOUGLAS SHOE CO., BROCKTON, MASS. U.S.A. CAPACITY, 17,600 PAIRS A DAY.



La Compagnie J. A. &
M. Cote, St. Hyacinthe,
P. Q., extend to you the
Season's Greetings, hop-
ing that your Christmas
may indeed be a Merry
One, and your New Year
Happy and Prosperous.





The Season's Greetings

'Tis our wish that you may have a Christmas so overflowing with joy and happiness that you may truthfully say, "It is the best Christmas that I have ever had."

And in the New Year, we hope, you may make many new friends and customers, and that your sales of McDermott Shoes may steadily increase.

T H E
McDERMOTT
S H O E
C O M P A N Y
Women's Shoe Specialists
M O N T R E A L

THE
NEW YEAR'S
TIDINGS—

“*The Just Wright*
SHOE”

Now Made in Canada

E. T. WRIGHT & CO., Inc.
ROCKLAND, MASS. ST. THOMAS, ONT.

Mr. Retailer,
The Season's Compliments
to you and yours.



If you are as happy
this Christmas as we
wish you to be, you will
be happy indeed.



And for the New Year
may prosperity and
health go hand in
hand.



*Makers of
Astoria and Liberty
Shoes for Men*

*The
Cook-Fitzgerald
Co., Limited
London
Ontario*

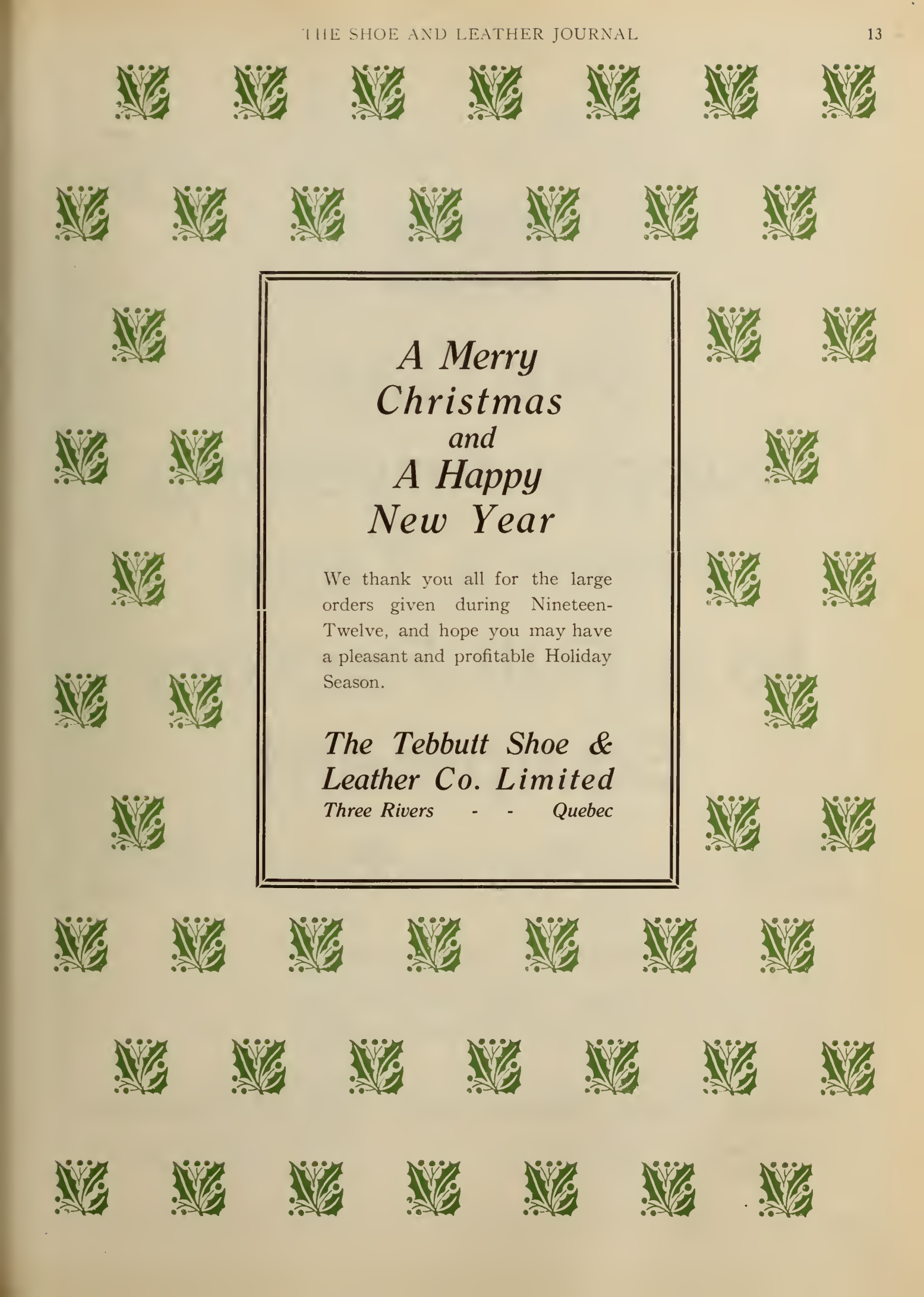


We wish you
A Merry
Christmas and
A Happy
New Year

As we cannot meet you face to face and shake you by the hand, we take this means of letting you know that we appreciate the fact that we have had such cordial relations during the past year. We hope that those relations will continue, with profit to both of us.

**LOUIS GAUTHIER
COMPANY, LIMITED**
QUEBEC, P.Q.

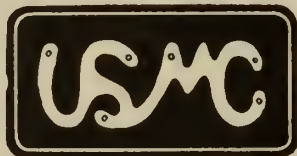




*A Merry
Christmas
and
A Happy
New Year*

We thank you all for the large orders given during Nineteen-Twelve, and hope you may have a pleasant and profitable Holiday Season.

*The Tebutt Shoe &
Leather Co. Limited*
Three Rivers - - - Quebec



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

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

United Shoe Machinery Co. of Canada

Lagauchetiére and St. Monique Sts.

122 Adelaide Street W., TORONTO

MONTREAL, QUE.

492 St. Valier Street, QUEBEC



OUR wish for you
this Christmas
tide is the fulfilment
of all that you most
desire from fortune
during 1913.

By handling Linton's
Welts you put your-
self in the way of re-
alizing this wish, if it is
more trade you desire.
Be a Linton dealer
during 1913!



JAS. LINTON & CO.
MONTREAL WINNIPEG



A Merry Christmas



I WISH You a Merry Christmas and a Happy New Year. It is impossible for me to shake hands across the miles with you, but I trust you will count my good wishes none the less hearty. May they assure you that your patronage is at all times valued by me, and that your suggestions and criticisms will be always welcome.



James Robinson
Montreal



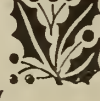
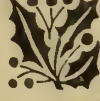
A Happy New Year



*The
Season's
Greetings*

WE hope that you are experiencing a good Christmas trade and that the holiday itself will bring you in overflowing measure the keen satisfaction that comes from aims accomplished. We trust that your prosperity will long continue, and that the New Year will be bright with Health and Happiness.

McLAREN & DALLAS
TORONTO, CANADA



We
 wish you
 the best Christmas
 you have ever had, and
 the heart to enjoy it.
 And may it be followed
 by the best year
 in your his-
 tory.

AMES HOLDEN-McCREADY, Limited

Montreal

Toronto

Calgary

Vancouver

St. John

Winnipeg

Edmonton



“Redman Tuff Foot”

Boots and Lumbermen’s Rubbers

Note the Special Trade Mark in the shank of the Sole Cut, shown herewith. This brand on the soles of Boots and Lumbermen’s Rubbers means a great deal.



Red soles on Boots and Lumbermen’s Rubbers have proven much more serviceable than the ordinary black sole.

Our “Merchants” Lines all bear this special brand. There are many Imitation Red Soles, but don’t you believe them, because they are not genuine unless they bear the “Tuff Foot” Trade Mark.

Sold by

Canadian Consolidated Rubber Co., Limited

BRANCHES AT

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

Kant Krack Dainty Mode

Sorting up with Better Rubbers

If you started out with Independent Rubbers this season, stick to them. If you didn't, sort up your present stock with them, and watch the improvement they make in your sales. For "Independents" get better every day, and every day the public gets better acquainted with them.

And the "Independent" reputation is not being made by our shouting, but by the talk of satisfied wearers of Independent Rubbers. That means solid business and steady growth.

INDEPENDENT RUBBER

Company, Limited

MERRITTON, - - - ONTARIO.



Independent Rubber Co. Brands are Sold By

The Amherst Boot & Shoe Co. Limited, Amherst, N.S.
 The Amherst Central Shoe Co., Limited, Regina, Sask.
 Garside & White.....Toronto, Ont.
 Kilgour, Rimer Co., Limited.....Winnipeg, Man.
 The J. Leckie Co., Limited.....Vancouver, B.C.
 The London Shoe Co., Limited.....London, Ont.
 McLaren & Dallas.....Toronto, Ont.
 James Robinson, Esq.....Montreal, Que.





THE
SEASON'S
GREETING
CHRISTMAS
1912



With the closing of the year Nineteen Twelve comes the realization that it has been the greatest year in the history of "Nugget" Polishes in Canada.

The wonderful increase in our sales during the past year naturally creates the feeling that for us it has been a most successful business year, and we are truly grateful for the assistance the Shoe Merchants of Canada have given us in bringing about this result.

And now at this particular season we desire to express our appreciation and at the same time extend to each and every one our sincerest wish for a most Joyful Christmas and a New Year of Greater Happiness and Prosperity.



The Nugget Polish Co. Limited

9 DAVENPORT RD.

TORONTO

CANADA



If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

Lagauchetiere and
St. Monique Sts.
Montreal, Que.

492 St. Valier St.
Quebec, Que.

122 Adelaide
Street West
Toronto, Ont.



*The
PERTH
SHOE
is
good
to
handle*

Because - -

It is a Goodyear welted woman's shoe, containing all the features and qualities of a high grade shoe and yet made to sell at a popular price.

Because, your ability to give the greater majority of your patrons a real good shoe at a price which meets their views, affords you greater protection against dissatisfaction. And because of your ability to extend greater satisfaction to your customers you increase the value of your business, for every satisfied customer becomes an asset.

And now we would strongly advise your giving the Perth Shoe a good try out because we know you will find it a good profit producer, and besides, we are anxious that it should have the opportunity of bearing out our statements.

If one of our travelers has not seen you as yet, please let us know.

**WINN COMPANY
LIMITED**

PERTH

:::

ONTARIO

MARDEN, ORTH & HASTINGS

Successors to GEORGE H. LEONARD & CO.

Importers direct into Canada and United States and largest dealers in

Tanners' Supplies

Degras, Sod, Cod, Sumac,
Gambier Extract

225 Purchase Street, BOSTON, U.S.A.

1030 North Branch Street, CHICAGO, U.S.A.

78-88 Wall Street, NEW YORK, U.S.A.

Finest in
Quality

Whittemore's Shoe Polishes

Largest in
Variety



'Oldest and Largest Manufacturers of Shoe Polishes in the World

- "GILT EDGE." Oil Polish. The *only* Ladies' Shoe Dressing that positively contains OIL. Softens and preserves. Imparts a beautiful Black lustre. Always ready to use. *Largest quantity. Finest quality.* Polishes without rubbing. Retails 25c.
- "BULLY SHINE." A waterproof paste polish for *all* kinds of black shoes and *old* rubbers. Blacks, polishes, softens and preserves. Contain *oils and waxes* to *polish and preserve* the leather. Also Russet Bully Shine for tan leathers. *Large* tin boxes. Boxes open with key. Retails 10c.
- "SUPERB" (a paste) for polishing Patent and Shiny Leather Boots and all Shiny Leather Articles. Boxes open with a coin. Retails 10c.
- "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.)
- "ELITE" COMBINATION. For those who take pride in having their shoes look A1. Restores color and lustre to all black shoes. Retails 25c. "BABY ELITE" COMBINATION (10c size). "ELITE" PASTE in 5 sizes.
- "BOSTON" WATERPROOF POLISH. A black liquid for men's and boys' shoes. Produces a patent leather shine without brushing. Retails 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.

To Make a Few Leathers And to Make Them Well

THAT IS OUR AIM. OUR VOLUME OF BUSINESS PROVES THAT WE ARE SUCCEEDING

MOSCOW (CHROME)

Box or Plain Dull Finish. A leather that will give you perfect satisfaction.

Prices reasonable.

Deliveries prompt.

NECHRO (NEAR CHROME)

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

BROWN RUSSETT (ECONOMICAL)

You cannot get a finer leather at the price.

It has made good with leading manufacturers in United States.

FLEXIBLE SPLITS—For either Welts or McKays. This is a grade of leather that we are proud of. You will not be disappointed in it.

CANADIAN MANUFACTURERS ARE ESPECIALLY INVITED TO GET QUOTATIONS AND SAMPLES

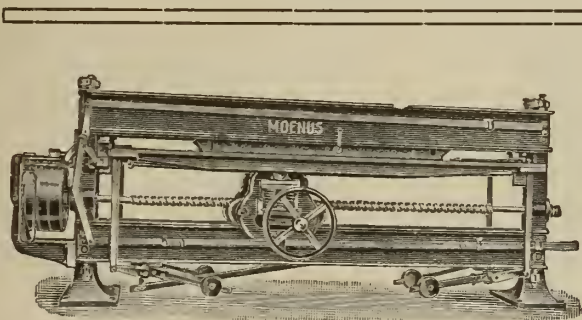
GOWANDA, N.Y.
SALAMANCA, N.Y.
ALPENA, MICH.

C. MOENCH, SONS CO.
117 BEACH STREET - BOSTON

BOSTON, MASS.
CHICAGO, ILL.
ST. LOUIS, MO.

MOENUS MACHINE COMPANY

FRANKFORT - ON - MAIN, GERMANY



“Altera” Embossing and Ironing Machine

Most beautiful deep Embossing
Any grain or design can be done to
highest perfection.

Complete Album of grains sent free
on application.

Machinery for Tanners, Curriers, Belting, Boot
and Shoe Manufacturers.

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES

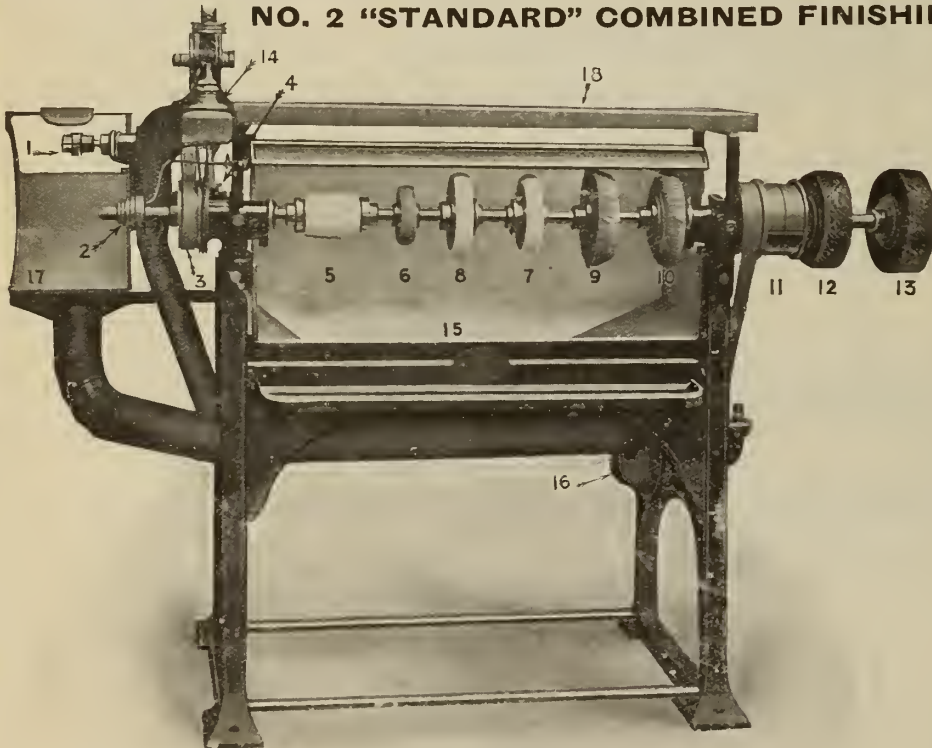


WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

Stocks held by C. Parsons & Son, Limited, Toronto

NO. 2 "STANDARD" COMBINED FINISHING MACHINE (FOR POWER)



This machine has a powerful fan for removing the dust. The fan is now fitted with a dust gate by which the fan can be closed during the polishing operations and the power otherwise absorbed saved. We also supply a cyclone to receive the dust. Can be driven by 1-h.p. motor or gas engine.

DESCRIPTION OF PARTS

1. Cutter for Paring Foreparts.
2. Four Step Rotary Edge Setting Iron.
3. Pulley for Driving Forepart Shaft.
4. Grinding Attachment for Cutter.
5. Bottom Scouring Roller, 5 in wide.
6. Patent Rotary Rasp for Paring Heels.
7. Round Heel Scouring Roller for Ladies' Heels.
8. Flat Heel Scouring Roller for Men's Heels.
9. Leather Polishing Pad for Polishing Bottoms and Waists.
10. Leather Polishing Pad for Polishing Heels.
11. Fast and Loose Pulleys and Double Pulleys for Fan.
12. Black Heel and Waist Brush.
13. Brown Heel and Waist Brush.
14. Naumkeag Attachment for Scouring Waists and Top-pieces.
15. Dust Trough for Catching Dust from Scouring Rollers.
16. Fan for Extracting Dust.
17. Dust Hood for Catching Dust from Paring Cutter.
18. Table for Work, etc.

PRICE (with Vertical Naumkeag Attachment) \$140, Duty and Freight Paid to Montreal.

Approx. Weight, 7-cwts.

Space, 5 ft. 8 in. x 3 ft.

Speed, 1200.

Pulley, 6 in.

EVERY MACHINE GUARANTEED.

THE STANDARD ENGINEERING CO., LIMITED, EVINGTON VALLEY ROAD, LEICESTER, ENG.

ENGLISH RUBBER HEELS

Made in a British Factory by British workmen in the British way, which assures quality and workmanship

Imported direct for the Canadian trade

Revolving Rubber Heel, wears evenly all round, will not tread over. The long wearing ideal heel.



Write for prices and samples



Grey Rubber stationary heel, which will give every satisfaction. Full line of ladies' and gents' sizes carried.

The Palatine Sole Protectors (Rubber)

An ideal protection for Soles. Suitable for Boots, Shoes or Clogs. Non-Slipping, Economical and Comfortable

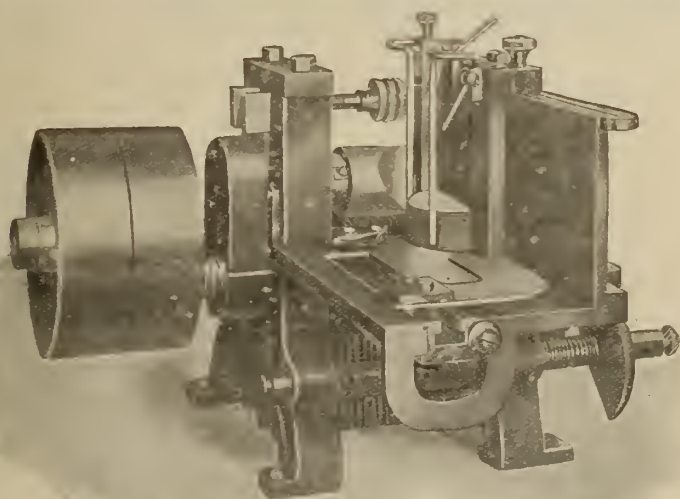


Can be used either with or in conjunction with either Revolving or Stationary

Heel Pads Easily fixed. They are a luxury for Tender Feet.

THE PALATINE HEEL BRANCH OF THE LEYLAND & BIRMINGHAM RUBBER CO., Limited, PRESTON, ENG.

Canadian Office and Warerooms: 239 VICTORIA ST., TORONTO, ONT.



COUNTER AND BOX TOE SKIVER

This machine automatically skives counters and box toes. It does the work with one operation and leaves the counters and box toes perfectly smooth.

We Build a Complete Line of Counter Making Machinery

THIS INCLUDES THE

- Counter and Box Toe Skiver
- Thurston Counter End Skiver
- Perfection Counter and Box Toe Buffer
- Counter Roller
- Counter Moulder

Send for our Illustrated Pamphlets To-day

W. J. Young Machinery Co.

LYNN, MASS.

In the heart of the Shoe & Leather District

United States Hotel

Beach, Lincoln and Kingston Sts.

BOSTON, MASS.

Only two blocks, from the South Terminal Station and easily reached from North Station by Elevated Railway, and convenient alike to the great retail shops and business centre, and also to theatres and places of interest.

American Plan:

\$3.00 per day and upwards.

European Plan:

\$1.00 per day and upwards.

Table and service unsurpassed. Map sent upon application.

Tilly Haynes,
Prop.

James G. Hickey,
Manager.

"Going Some!"

Without any spirit of brag, we announce our business for July "very much" in excess of last year.

Why?

Because we are well stocked, give good attention to orders, ship promptly and our prices are always attractive.

A New Line Men's Water Elk Boots 12 inch leg

Have you had this line at \$6.25. It is a "seller and money maker," and we have "sole control." Give us a trial order.

A. W. AULT COMPANY
LIMITED

OTTAWA - - - ONTARIO



*We Wish You
A Very Merry Christmas and
A Happy New Year*

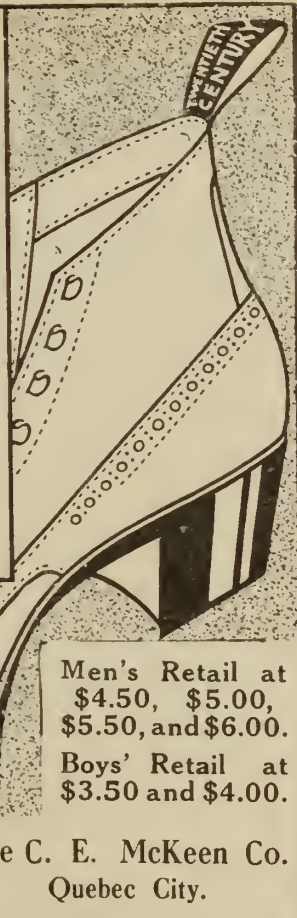
*And Continued Prosperity
During the Coming Season*

WILLIAMS SHOE COMPANY
BRAMPTON, ONT.



ONE good reason why Twentieth Century Welts should go on your shelves is because they won't stay there long.

They have the style—the kind that most men appreciate—and they have it in sane quality.



Men's Retail at
\$4.50, \$5.00,
\$5.50, and \$6.00.
Boys' Retail at
\$3.50 and \$4.00.

The C. E. McKeen Co.
Quebec City.



Season's Greetings

WE wish you all a Merry, Merry Christmas, and if you'll take the "Canadian Boy" Shoe into your stock we can assure you of a Happy and Prosperous New Year.

There have been large sales of "Canadian Boy" during 1912, and we are putting in the quality that will insure larger sales for 1913.

The Reliance Shoe Company, Limited

122 Adelaide Street W.
TORONTO



To the Canadian Shoe Trade

WATCH THIS SPACE

We will use it throughout the year to show why every Shoe Manufacturer in Canada should use one or another of the various machines mentioned below—for which we are the sole Canadian Agents. Many of them do now.

Please remember, also, that both our Montreal and Toronto offices are well equipped to manufacture high-grade button holes promptly and satisfactorily. Write us or phone.

THOS. C. DOYLE (Reg'd)

MANUFACTURERS' AGENT

MONTREAL - L.D. Phone Up 2415
TORONTO - L.D. Phone Adelaide 1033
QUEBEC

SELLING

REECE Button Hole, Button Sewing and Folding Machines, WILCOX and GIBBS Sewing Machines, Lockstitch and Family Automatic Machines.



WE want you to know that we appreciate your custom, and the way in which you have handled "Paris" and "Rock Bottom" brands, as well as our other lines.

We want you to feel that we wish you heartily and sincerely all the best wishes of the Christmas Season, and hope that in the New Year you will have a greater abundance of prosperity and happiness.

Daoust, Lalonde & Co., Limited
Shoe and Leather Manufacturers
Montreal, P. Q.



SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Vol. XXVI. No. 24

TORONTO, DECEMBER 15th, 1912

\$1.00 per Year —In—
Advance

JUST TWENTY-SIX YEARS OLD 1886-1912



WITH this issue THE SHOE AND LEATHER JOURNAL reaches another milestone in its long and successful record. It was in December 1886 that this paper made its initial appearance. For twenty-four years it was issued as a monthly. Two years ago the rapid growth of the shoe and leather trade in Canada, and the development of its varied interests and activities warranted the publishers in taking another step in advance, and the JOURNAL made its appearance as a semi-monthly publication. The results have been most gratifying to everybody, and the change was warmly welcomed by the trade from one end of the Dominion to the other.

Expressions of appreciation on the enterprise and go-ahead spirit of the SHOE AND LEATHER JOURNAL have been received on all sides. The number of subscribers and amount of business carried in each issue are to-day greater than ever, and demonstrate that the publishers are giving the shoe industry a live paper conducted on energetic and aggressive lines.

In entering upon another year of its history, the SHOE AND LEATHER JOURNAL desires to express to all branches of the trade its thanks and appreciation for the many suggestions and contributions that have been received. These helpful hints and able articles have made the JOURNAL an alert, broad-minded medium, an earnest, important factor in the upbuild and expansion of the shoe and leather industry in Canada. The sincere wish is to be of increasing value and benefit to the trade, to elevate the standard of retailing, to cultivate more efficient service and the highest qualifications of salesmanship—in a word to make conditions in the shoe arena better, brighter and more profitable to all concerned.

For the generous patronage extended in the past, and the co-operative and cordial relations that have ever existed with the trade, the publishers are deeply grateful. Much more might be said along this line, but each succeeding edition, and each succeeding year, abundantly speak of the progress, growth and stability of the SHOE AND LEATHER JOURNAL.

A Merry Christmas and A Happy New Year to all our readers

Are Skates Profitable Line for Shoeman to Handle?

Opinions Differ on Much Discussed Subject—How Far Should Shoe Dealer Usurp Hardware Man's Trade?—Latter Have Only to Blame Themselves, as They Began the Trouble, Says Another

"Should the ordinary retail shoeman sell skates, even going so far as to handle hockey sticks? Does it pay him? Is the game worth the candle?"

"No," declared a Winnipeg retailer last week. "I stick strictly to the shoe business and am not seeking to encroach upon the trade of the hardware man. If we branch out into skates, then why not into hammers, saws, wheelbarrows and leather belting? Surely a shoeman should draw the line somewhere and I do not favor carrying anything outside the products of leather."

An Oshawa dealer on the other hand asserts: "I maintain that a shoe retailer has a right to sell everything for the feet except soap and water. That is the reason I laid in a stock of hockey skates, skate straps, etc., last winter. I see no reason whatever why the shoeman should not branch out into the hosiery business, skate line, or in fact, anything else that has to do with the clothing or equipping of the pedal extremities. Of course hardware men do not like it, but they have encroached upon our ground in some instances by stocking sporting shoes and I maintain we have equally as good a right to handle skates."

Where the Profit Comes In

A St. Catharine street West dealer in Montreal believes that there is every reason why a shoeman should handle skates, and says that complete assortments can be put in for a few hundred dollars, embracing all kinds of skates made by the best manufacturers. Skates are attached free to all hockey boots bought in the store. "The skate," he declared, "is the natural complement of the hockey shoe. What is the sense of a shoeman disposing of a pair of skating or hockey boots and allowing the purchaser to go over to the hardware store to buy skates, on which the hardware merchant possibly makes a greater profit than the shoe retailer does on the boots. Why, I have known hardware dealers send a purchaser of the skates back to the shoeman to have them put on; a piece of preposterous gall."

Another Western dealer writes that the average price paid for skates was all the way from 75c. up to \$4.00, and in some cases \$5.00 and \$6.00. The prevailing figure, however, would be the same as for a hockey shoe—\$2.50 to \$3.00. The profit on each was about the same and there was no reason why a shoeman should not clean up a very nice thing in handling skates. Of course the season was short and the footwear man should exert every care to see that he is not overloaded. You know the styles in skates change to a considerable extent, much more than you would think and there is no money in carrying over a large stock. Remember that the majority of the sales are made before Christmas, and while a few more may come along during January, I do not think after that we sell half-a-dozen pairs. Another thing is that skates lead to an active business in skate straps, ankle supports, heel pads, shin protectors, and other lines."

"Do you charge for putting on skates?"

"No, we do not—it is only the work of a few moments. If an outsider, however, wants a pair on, we tax him ten cents or fifteen cents if he does not supply the screws. We make considerable this way."

Hardware Dealers Started the Fun

A London shoeman tells the *SHOE AND LEATHER JOURNAL* that he would not think of being in the business without selling skates. I handle hockey boots in black and tan and mule hide, with patent ankle protectors and ankle supports. I have some with steel and some with leather box toes, with spring or wedge heels, and my prices run from \$2.00 to \$5.00. By placing one of my clerks in charge of this special department—hockey boots and skates—the plan has worked out very well. It has drawn the trade of a lot of young fellows whose business I would not otherwise have got. I do not consider that I am encroaching upon the hard-

ware trade in the least. They sell many lines that I do, and you know 'turn about is fair play.'"

Inquiries of a number of dealers in various towns and cities reveal that in the majority of them, where they conduct a repair shop, they put on skates free (whether carrying them or not), if the hockey shoes are bought at their establishment. If a shoeman has to supply the screws, then he charges five cents. Many other arguments are presented by dealers handling skates and there are one or more shoe merchants in very many towns who have gone into this line.

The Spirit of Co-operation Here

There are always two sides to every question and the man who has been urged to put in a stock of skates and declined, has his views.

"Why should I stock skates?" writes a Portage la Prairie shoeist. "When a fellow comes into my store to buy a pair of skating boots, I incidentally inquire if he has a pair of skates. If he answers no, I inform him in a tactful way that Mr. Brown carries a very nice stock and at reasonable prices. Of course, as Brown is located within a stone's throw of my place, the youth naturally goes across. On the other hand, Brown co-operates with me and, when he finds that a young man gets a pair of skates he diplomatically inquires if he has hockey boots, and, if not, he despatches the buyer across to my store, so that we work very well together on this understanding."

A Quebec man has solved the problem very well. There had been some strife between the hardware and the shoe dealers over this very question, which led to considerable feeling. One day the hardware dealer came bounding into his next door neighbor and declared it was a shame the way shoemen were encroaching upon his business by handling hockey skates, sticks, pucks, etc. "I am going to get even with you fellows," he declared. "I am going to put in some shoes; see if I don't. You will be sorry that you did not strictly mind your own business."

"Hold on here," declared the shoe retailer, "you had better go slow. Do you know that for from two to four hundred dollars a shoe dealer can lay in a very fair assortment of skates? But try to put in a shoe stock on that and see what you will have. A few brogans, job lots and skating boots of ill-assorted sizes that would give nobody satisfaction. It is much easier for us to put in one of a hardware man's many lines, than it is for a hardware man to attempt to stock all the lines carried by a shoe dealer, and this he would have to do to cope with us successfully. See where you get off at?"

It All Depends on Your Locality

The question still remains, does it pay the average shoeman to handle hockey skates? The answer may be summed up in that it depends upon your locality—the amount of skating done and rink accommodation in your town, the class of trade you cater to, what your present relations with the hardware men are, and what has been the custom in the past. The problem must resolve itself into an individual solution.

Should a shoeman attach skates free? is another question often asked the *SHOE AND LEATHER JOURNAL*. Many shoe dealers do it where the hockey boots are bought at their places, but these men have a repair department on the premises. If the dealer has to send out in order to get this work done, he should, by all means, charge ten or fifteen cents to repay him for his time and trouble.

If a dealer handles skates he should do so in no haphazard way. He should feature this department, both in his advertising and in window displays, showing skates attached to the shoes and also arranged side by side to afford the onlookers instruction in the different styles, weight and build.

Fix Your Shoe Prices so as to Secure a Real Profit

Every Expense Comes Out of the Selling Figure, and Not the Cost Price, Therefore, Percentages Should Be Computed on the Selling Price—Many Profits Are Only Imaginary Through Wrong Basis of Calculation

By A. M. BURROUGHS

"Nine-tenths of all retailers are making less than they think they are. They are always surprised when they find it out."

A retail shoe store in a small Wisconsin town had been dragging along for several years, supposedly making a profit.



"—'guessing' is like gambling with a 'shark'—"

The fourth partner was a young accountant who had spent a year in the accounting department, and another year in the selling department, of a city store. When he formed the partnership in the country store, he determined to find out just how things stood—though he didn't know the store had already frozen out three partners.

He soon learned that most of the footwear man's profits were imaginary. While the sales ran to a nice figure, the profits were mostly on paper.

His trouble was that while estimating his cost of doing business as a certain percentage of the gross business, which is the selling price, he added this same percentage to the cost price when figuring the selling prices of individual pairs.

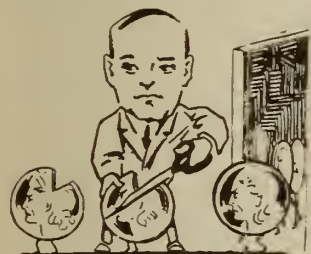
He knew that the percentage of his expenses was figured on the gross business, but he didn't realize that a percentage of the gross business is more than the same percentage of the invoice cost.

If you figure your cost of doing business as a percentage of your gross business, you must, of course, allow that much of your selling price for cost of doing business.

When you sell \$1 worth of goods, you say that a certain per cent of that is profit, a certain per cent goes for cost of doing business and the balance is for the cost of the goods.

Take some item in your stock and deduct the two percentages from the selling price you have established and see if you still have the cost price left.

Your profits and cost of doing business come out of the dollar you take in—not out of the 60 or 70 or 80 cents you pay out for the article.



"—taking part of each dollar—"

If you buy a pair of shoes for \$2 and sell them for \$3, your profit comes out of the \$3—not the \$2. The profit can only come out of the selling price.

Get that straight—when the \$2 is invested in the pair of shoes, it is gone. There is no \$2 any more. There is no money at all—nothing but a pair of shoes.

Get This Fact Into Your Head

If you don't sell the shoes, there will never be any profit. But if you do sell the shoes, you have \$3 or whatever you sell them for—you never see the \$2.

Since you have nothing left but the \$3, your profit can

only come out of that. Everything comes out of the \$3. Nothing can come out of the \$2. That goes to pay for the goods. The \$1 left after the goods are paid for is a part of the \$3.

In the shoe store referred to goods were marked by adding what was really a percentage of the selling price to the cost price.

This mixing of methods resulted in a loss, except on a few articles which permitted a very high percentage of profit.

Where there was competition on an article, 18% of the cost price was added for cost of doing business, and 10% of the cost price was added for profit.

This net profit of 10% looked good "on paper," but that was the only place it could be found. It wasn't in the cash drawer. It never got into the bank. The manager never saw it *in money*.

The real cost of doing business was 22% instead of 18%. Part of the expenses had been figured as investment. Other items had not been included at all.

If you think he *could* make a profit on that basis, try to figure it out. Add 28% to \$1; then subtract 22% from the selling price it gives you.

Adding 28% to \$1 gives you \$1.28. 22% of \$1.28 is 28.2 cents. His real cost of doing business, 22%, taken from the selling price, amounted to *more* than his 28% added to the cost price.



"—take out all costs—not much left—"

A Michigan retailer did a gross business of \$20,000 last year. His cost of doing business, including spoilage of goods, etc., was \$4,600, or 23%, and he figured for 10% net profit.

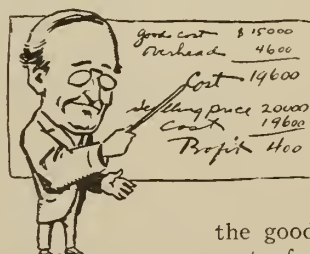
His purchases during the year aggregated \$15,000. To this he added, in the process of marking each item during the year, the gross profit he wanted to make, 33%, making the goods sell at \$20,000.

His banker asked him recently how much profit he made last year. He said \$2,000—10% on his \$20,000 gross business.

He made the mistake of assuming that 33% added to his cost was the same as 33% of his selling price.

Let's see how far he was wrong; 33% added to \$15,000, makes \$19,950. (He evidently added a little more than 33% to some items.) 33% taken from \$20,000 leaves \$13,400.

If he paid \$15,000 for the goods he sold for \$20,000, and his cost of doing business was \$4,600, his net profit was only \$400. \$400 is only 2% on \$20,000.



"—\$1,600 less than he expected—"

What An Accountant Showed Him

In a certain hardware store they handled a certain kind of stove which was also handled by a competitor. The wholesale price was \$9.25, and the freight and cartage were 75 cents., making the stove cost \$10, set down in the store.

Competition was very keen on this stove and it was decided to cut the profit to 10% net. So 18% of the cost

was added for cost of doing business and 10% for profit, making the stove sell at \$12.80.

The hardware man thought he was making a profit of \$1. Let us see what the new partner, an accountant, showed him:

The real cost of doing business, as already explained, was 22% instead of 18%, but the accountant figured it first on the 18% to illustrate the principle.

If the article cost \$10 and it was desired to make 28% gross profit, we must consider the selling price as 100%, and the cost price as 72%, or all of that 100% except the gross profit of 28%.

Now if \$10 is 72% of the selling price, the selling price must be \$13.89.

Here is the way to work it out:

Selling price.....	100%
Cost to do business.....	18%
Profit desired.....	10% 28%
Wholesale cost.....	72%

\$13.888 Answer

Cost price, in percentage.....72%)\$10.0000 cost in money.

7 2

2 80

2 16

640

576

640

576

64

Selling price, \$13.89.

Reducing the problem back, to prove it, we have:

\$13.89 Selling price.
.28 Percentage.

11112
2778

\$3.8892 Gross profit in dollars.
\$13.89 Selling price.
3.89 Gross profit.

\$10.00 Cost price.

From this it seems clear that the selling price should have been \$1.09 higher than it was, to allow 10% net profit, after allowing 18% for cost of doing business.

In reality it took \$2.30 of the \$2.90 from profits to cover the 18% cost of doing business.

But his *real* cost of doing business was 22%, instead of 18%. So the cost price should have been but 68% of the correct selling price. (22% and 10% subtracted from 100% leaves 68%.)

Figuring the same as before, \$10 is 68% of \$14.70, which is \$1.09 above the price at which the stoves were actually sold.

Taking 22% out of \$14.70 for cost of doing business and 10% for profit leaves almost exactly \$10.

Practically all merchants figure their cost of doing business as a percentage of the gross sales, the *selling* price. Yet a large percentage of them figure as if this were a percentage of the *cost* price.

Changing the base of figuring is dangerous. It fools retailers into thinking they are getting more profit than they really are. Here is a case which illustrates that point.

A certain clothier, who was figuring for 30% net profit planned a special "25% off" sale. He thought he would still make 5% net, and could afford to sacrifice part of his profit for advertising purposes.

Suits marked to sell at \$20 were reduced 25%, or chopped down to \$15.

These suits cost \$13.50. Twenty per cent. was added for cost of doing business and 30% for profit, making the selling price a fraction over the \$20.

Twenty per cent. cost of doing business on the original marked price (\$20) is \$4. Adding \$4 to \$13.50 (cost price) gives us \$17.50. So when he sold that suit at \$15 he actually *lost* \$2.50.

During the sale he disposed of \$3,000 worth of clothing — *at a loss of \$500 in cash*. Yet he *thought* he was making 5%, or \$150.

He was all right as long as he added 50% to his cost price, though it allowed him less profit above his cost of doing business than he thought, but when he began cutting prices, he ran into unseen danger.

Add 50% to \$13.50. Then deduct 50% from the new price. You lose \$3.38 in the operation.

Apply this to some of *your* prices.

This method of arriving at selling prices differs slightly from the regular methods of figuring percentages. We have found that while the regular percentage method is correct, many people fail to remember that a percentage added to the cost of goods is less than the same percentage of the price thus marked.

Adding 10% to the invoice cost of an article, allows 10% profit on the 70 or 80 cents you *pay* for the goods and not 10% of the dollar in the cash drawer.

If it were convenient to arrive at percentages on a basis of the cost price, and to always remember that the per cent. of profit *added to the cost price* is always a profit on the *cost price* and *not* a percentage of the money *taken in*, then the old percentage method would be fine.

If your profit is to *come out of the selling price*, and *not out of the cost price*, it is plain that the *percentages* should be *figured on the selling price*.

(A chapter from "A Better Day's Profits," copyrighted by the Burroughs Adding Machine Co.)

Dainty Holiday Shoe Trees

Here is a nice Christmas novelty which is selling briskly. The shoe trees consist of a moderate sized toe part with a ball at the heel, a flexible steel wire connecting the two



wooden portions. The accompanying illustration gives an idea of how they are fitted into the shoe. When trimmed with dainty ribbon and set in a black satin or kid pump with a silk pompom they are seen to advantage. Untrimmed, the trees sell at twenty-five cents per pair.



Money Expended on Store Front Pays Big Returns

Enterprising Ingersoll Shoe Retailer Converted One Window Into Two and Gained Several Feet of Space—A Decidedly Attractive Store and Its Conveniences—The Advertising Value of Nice Window Displays

"Store fronts, like other things, change in style, probably not so often as shoe styles, for which we are truly thankful, but a store front put in a few years ago is now classed as out of date.

"Any retailer who does not make the most of his display windows loses a splendid advertising medium. By a little attention to suitable trims and changing them frequently he will find that any money expended in brightening up his store exterior is a good investment," declared A. McDermand of Ingersoll, Ont., who recently installed in his shoe store one of the neatest fronts in Western Ontario. He is a shoe dealer who has push and enterprise. His mind is receptive to new ideas and open to suggestions.

Before undertaking the alterations in a town which is

noted for its many handsome mercantile establishments he made a careful study of his requirements and determined to make the best use of the limited width available.

"Yes," he said, "when viewing my old, one window front I concluded that the amount of display space was not as much as I was entitled to and my next thought was how to remedy this. I may tell you that I secured a number of pointers from the *SHOE AND LEATHER JOURNAL* and studied the pictures of the numerous exteriors that were presented from time to time. I believe that I have succeeded in putting in one of the best display fronts possible, considering the width of my premises."

To the left, but not shown in the accompanying illustration, is an entrance to lodge rooms on two flats above.



THE INVITING NEW FRONT OF MCDERMAND'S SHOE STORE, INGERSOLL, ONT.

These are occupied nearly every night in the week and here Mr. McDermid has six feet of display space that is passed by scores of men nightly.

The front of this window is three feet four inches wide and the lodge entrance side is eight feet. This window is used for showing men's shoes and gives the proprietor a display surface of 17 feet 4 inches, much more than his entire front formerly did.

The window to the right is used for exhibiting women's shoes. This is a shade larger than the left one, making up for the bevel of the window in the entrance to the lodge rooms. The windows are thoroughly ventilated by a splendid system for the prevention of frosting in winter, and are dust-proof as well.

The three feet of prism glass above affords plenty of light the entire length of the store, which is seventy feet

long. The prism glass extends across the hallway. This, with the plate glass in the hallway door, gives abundance of light to the stairway.

The interior of the windows is enamelled white, which, in the proprietor's opinion, sets off any display better than the natural wood tints. The interior of the store is also in white, with metallic ceiling. A two carton shelf system was chosen which extends to within three feet of the ceiling. The space above is used for suit cases, which are easily removed by the use of bicycle step-ladders.

The store is thoroughly ventilated and heated and brilliantly lighted by a number of Tungsten electric lamps of 80 candle power, each set in large reflectors. These, with the white interior, make a very bright shop. Mirrors are arranged at different points and add much to the attractiveness of the establishment.

How Customers "Work" Dealers for New Shoes

A woman stepped into a Montreal shoe store the other day and showed the dealer on Notre Dame street a pair of patent leather bals, which had cracked across the vamp. He had told her courteously and frankly when she bought the shoes that he could not guarantee the leather not to check or crack, but she insisted on taking them.

"There," she exclaimed indignantly, "look at that boot. Gaze at that great gaping crack across the forepart and I have had them less than a month. I think that you should give me another pair and if you don't I will never trade here again."

The merchant politely informed her that he had not guaranteed the goods in the first place, and added that he thought she secured the shoes which bore unmistakable evidence of constant wear, about three months ago.

"You know better than that," retorted the angry wife. "I guess I know when I got them and I am sure it is not over a month ago."

Documentary evidence is a difficult thing to overcome and this particular shoeman keeps a record of every sale by means of a card index system. He went to his cabinet, took out the pasteboard bearing her name and found that Mrs. G——, K—— street, had bought a pair of No. 4, D width, patent leather boots, with cravenette top, at five dollars just three months and one week from the date previous to which this incident spoken of occurred.

"Then," said the dealer, "you should have seen the look that came over that woman. She grew very conciliatory and declared she could scarcely believe that she had had the shoes that long, and "it was a caution how fast time had slipped by." She was sorry for her rashness and the matter ended up by her purchasing a pair of black suede calf button, high cut, welt with 15-8 heel on a dome toe.

"But," added the retailer, when referring to the incident, "if I had not a record of when that sale was made this woman would have stuck to her story through thick and thin, and told me that I sold worthless footwear. She would have gone out in high dudgeon if I had not made her a rebate on a new pair, or perhaps she would have insisted on me replacing the shoes free of cost. I would have to bear the whole loss, for I certainly could not obtain credit from the manufacturer for the pair."

Child Had Burned the Shoes

A woman went into a shoe store in Brandon not long ago and demanded that the proprietor give her a new pair of shoes for her child, size seven. It was a Jockey button boot which she exhibited, and the tip and outsole had been burned. Any one with half an eye could have seen that the juvenile wearer had been playing around a stove or a grate or had left the wet shoes near a radiator with the sad result that the dealer was asked for a new pair. He was one of those too generous fellows who allows himself to be imposed upon. He expressed the shoes back to a Winnipeg wholesale house asking that he be sent a new pair. Of course his request was promptly turned down as it should have been. Another jobber showed the Shoe and Leather

Journal man a pair of men's short rubber boots which had been sent in by a customer, with a demand that they be replaced. The customer had evidently worn the boots at least six months and they had cracked at the back. The purchaser had evidently told the retailer that he had not had them more than five weeks and he thought that he was justly entitled to a new pair. "I will see what I can do for you," obligingly exclaimed the retailer who gave the importunate fellow another pair. The wholesaler to whom a claim was made later, turned the demand down and this shoe merchant had to stand the loss. He will have a stiffer backbone the next time.

The Box Shoe Softened

Many other instances might be cited where customers impose upon retailers and retailers in turn impose upon wholesalers. Not so very long ago a young man whose feet perspired freely went into a store in St. John, N.B., and bought a pair of patent leather shoes. He had evidently used these for rough work on the farm in the summer time and the excessive sweating of his pedal extremities caused the box toes to become soft, the same as if they had been soaked in water. He walked into the store where he had bought the goods and demanded a new pair, stating that he had had the boots only two months. The retailer, a good-natured fellow, said, "All right," and remarked that he thought he could get a new pair from the wholesaler or the traveler. They declined to accede to the request and the sequel was that the dealer cancelled his account with the house.

This unpleasantness and misunderstanding might have been avoided in the first instance if the retailer had been a little firmer in the attitude which he had adopted and not allowed himself to be imposed upon. In the last edition of the SHOE AND LEATHER JOURNAL an instance was furnished that frequently crops up at this particular season of the year. That is of persons coming in with their boots damp and putting them against a stove, a steam pipe or a radiator to dry. This is purely the fault of the owner himself, and yet certain customers will swear by all that is great and good that their shoes have not been near the heat and will demand a new pair. They either blame the leather or the shoe man.

Where Kicks are Reasonable

One problem that constantly presents itself is that some kicks are just and some are unjust. There are times when retailers have been unreasonable as well as customers and when the desires of a patron should have been gratified. Kicks or grievances arise from a variety of causes, generally because the owner feels there has been some shortcoming in the make or wear of a shoe, while others are made through ignorance and occasionally through a deliberate attempt to defraud. Just how to handle a complaint in the matter of returned goods is a pretty ticklish problem. It is well for the shoeman to look at the other chap's side of the question at the same time before final decision.

Closed His Shop for Three Weeks to Fight Foe

Veteran In Military and Shoe Circles Recalls Conditions in Early Sixties—The Evolution of the Footwear Business from Big Custom Shop to the Rapidly Changing Styles of To-day—Forty-nine Years in the Trade

"Yes, I closed up my shop for three weeks and did duty near Prescott at the time of the Fenian Raid in 1866. I was a member of the Fifteenth battalion and enlisted with several others. These were stirring times. As to how many business men would close their stores now and voluntarily go to the front in case they were needed, I could not say. I know we all did it cheerfully in those anxious days. The interest and protection of our country came first and business afterwards."

Forty-nine Years in the Game

The mind of the speaker who was John McKeown, of Belleville, Ontario, traveled back to pre-Confederation days. He is a veteran, not only in a military sense, but in the ranks



JOHN MCKEOWN

of the shoemen of Canada. It was in 1864 that he started business on his own account, and he is still at it, although in the seventy-fourth year of his age.

There is not a man, woman, or child, in the whole Bay of Quinte district who does not know McKeown the shoeman. He was born in Kingston, his parents later removed to Camden township, and then to Picton, where he got his education and learned shoemaking. Coming to Belleville in 1860, he served on the bench for four years in the store of G. G. German. Then it was that he began for himself, so that he has seen nearly forty-nine years of retailing. He worked on the bench for eight or nine years and conducted a flourishing custom shop, employing at one time as many as a dozen and fifteen men. Factory made goods gradually came into more general use, and these were added. Mr. McKeown still conducts a repair branch and keeps two or three men busy.

In the Days of the Leather Overshoes

"Do you make many shoes to order now?" he was asked.

"Oh! yes, for cranks and cripples," he replied with a smile. "In the olden days six dollars was a fair price for a

hand made, calf skin shoe. I remember before rubber shoes were made at all, before any came on the market. We used to make some overshoes entirely of leather and they answered the purpose very well." The greatest change that this veteran notes in the evolution of the shoe business is the rapidly changing styles and shapes which necessitate merchants carrying much larger stocks than in years gone by.

An Ardent Horticulturist

Mr. McKeown enjoys good health yet, and can be found at his store every day. He loves to talk over old times and has one particular hobby, and that is his garden. He raises all kinds of vegetables and flowers and takes much pride in his surroundings. One of the first factory shoes that he sold was known as the "Penitentiary," made at Kingston, by A. and C. N. Ross & Co. It had a wide call at the time and was known the country over. Certain Quebec firms began making about that time, and then the factory business grew steadily. The demand for custom shoes became less.

Mr. McKeown is a prominent Freemason, being a Past Master of Belleville lodge. Many shoemen who have gone out into the world and done well have been trained by him. He has handled trunks, bags, and suit cases for many years and considers them a profitable line. When he first went to Belleville, the place was a lumbering centre and a big trade was done with the employes in the mills. Now, the people buy a much finer and better class of footwear, and the business has improved in many other respects. Mr. McKeown is one of the old time merchants whose word has ever been respected and who enjoys the confidence and respect of a large circle of business and personal friends.

Service Is What Counts

"The secret of success in the retail shoe business is service. If you cannot give the service you are no good, is all that I have to say," remarked an Ottawa shoe dealer this week. "I seek to advise, help, suggest as well as to fit people properly. If a caller has any foot trouble he generally tells me about it and I then inform him of what will cure or relieve his particular ailment. I thus make a friend of him for all time, by spending a few minutes and taking a personal interest in affording him pedal comfort. Thus I have worked up a fine, steadfast trade in findings and foot specialties. I always endeavor to carry reliable, honestly constructed shoes, and the right styles at the right prices; to provide expert fitting, excellent store service and careful attention to individual wants; to give always 100 per cent. value; and, finally, to advertise honest goods only in an honest way. These are the policies steadfastly lived up to that have built up my business to its present large proportions."

A LIVE MEDIUM OF NEWS

I think the Shoe and Leather Journal is worth many times the price of it. It keeps me fully posted regarding what is going on in the trade. I would not be without the Journal and consider it away ahead of any similar publication.

Yours sincerely,

H. Barringer.

Port Rowan, Nov. 10th, 1912.

Keeping Tab on Purchases and Future Deliveries

A Simple Method That Will Prove Valuable as a Guide to Buying for Each Department—A Check Upon Ordering Beyond a Safe Amount—How the Plan Can Be Put In Operation

By A. E. EDGAR, Windsor, Ont., (Author of "How to Advertise a Retail Store," and other systems.)

In any but the largest stores there seems to be no system used by shoe retailers to keep tab on purchases. In some instances they do not even take the precaution to file their copies. And in nine cases out of ten, dealers fail to receive copies of sorting orders which should be given by traveling salesmen. Copies for placing orders are usually given without request.

There is a woeful amount of business transacted by merchants who rely solely upon their memory for a record of the details. This style of doing things has been called "doing business by rule of thumb." The fellow who does any part of his business to-day, by rule of thumb, cannot be classed as modern or progressive.

In a small number of stores there is an effort made to keep track of purchases, but there is no regular system employed. One merchant will file his copies in a filing case and say he keeps track of his purchases. Another will write out his orders from his copies into a book, classifying the lines into "Men's," "Women's," "Boys'," "Misses'," "Child's" "Rubbers," "Findings," and be able to keep tab on his purchases very much more accurately. But this system is a clumsy method, and there is soon accumulated a book full of entries, some obsolete and some down to-date.

In offering the following system for keeping track of purchases, due dates, etc., the writer has drawn on the best points of several systems in use. The shoe retailer may go as far as he wishes in following the system outlined. The more closely he follows it, as given here, the more able he will be to purchase intelligently and profitably.

What Knowledge Should You Have?

In accepting a system for his own use the retailer should first decide upon the knowledge he ought to have, and then consider carefully the best and simplest way of securing that information.

For the purpose of showing a system in its entirety, we will assume that a merchant desires to have the very best system possible, one that will give him the greatest amount of information, that will assist him in keeping his purchases at a proper figure.

We will use the loose-leaf or card system for a number

of reasons. The best of these is that by this system there can be a far better classification of kinds of shoes purchased and still have the records so that they can be found and handled in an easier manner than when books are employed.

We may say to the shoe retailer who does only a small amount of business, and who could not afford an expensive

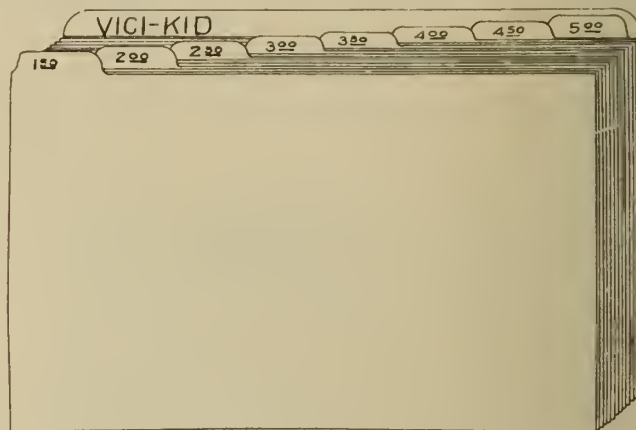


FIGURE 4

filing cabinet, that he can devise one for himself out of a wooden polish box, or even a paper carton. Here is how it can be done and the supplies required.

Some Details To Go By

Division cards must be made. We first decide the size of our tray or drawer for holding our records. Supposing we use a 6 by 9 record sheet. We will then secure a number of manilla cards, a good grade, about the weight of a postal card will do, size 6¼ by 9½. These must have tabs cut as shown in Figure 4. The size from top of tab to bottom of card will be 6½ inches, and the narrowest part will be six inches. This size is suggested as being suitable for all purposes. When home made cabinets or trays are made, the division cards and records must, of course, be made the proper size to fit the tray.

Filing cases can be purchased for small amounts, and

C22003		<i>Jones Bros. Toronto, Ont.</i>											Cost	Selling	Invoice No.	Amount.
													1.50	3.00	1003	\$ 48 00
		<i>Kid Blu. Pat Tip Case w Last Military Heel. M.S. F.S. Slip Soles</i>											Remarks.			
MDTH	2	-	3	-	4	-	5	-	6	-	7	-	8	-	To be Shipped	Received.
D	1	1	2	2	4	3	4	3	2	1	1				<i>March 1, 1913</i>	
D	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
WIDTH	8	=	9	=	10	=	11	=	12	=	13	=	14	=	15	=

FIGURE 1

what are known as "storage cases" can be purchased for a much smaller outlay. However, this is a matter for individual selection.

The Data on Record Sheet

In Figure 1 we show a record card, ruled in such a way as to contain about all the information needed to keep track of the lines purchased. We would advise that the merchant desiring to install this system carefully consider

prices, when to be shipped, etc. These sheets are then filed in their proper division.

We thus have a record of all purchases made, and it is an easy matter to find out what has been purchased and when it is to be delivered. A dealer can use these records to avoid making duplicate purchases. If a traveler offers a kid blucher that is the same in many respects as that already purchased, the shoeman knows by consulting his records, that he has already made such a purchase. He can compare

Amount purchased in each Department:						When to be shipped:						Total	
Mens	Womens	Misses	Boys & Youths	Childs & Infants	Rubbers	Jan. July	Feb. Aug.	Mar. Sept.	April. Oct.	May. Nov.	June Dec.		
93 00	48 00	17 50				1/13						158	50
162 00		24 00	36 00	18 00				1/13				240	00
255 00	48 00	41 50	36 00	18 00								398	50
112 50	356 00			39 50			1/13					508	00
367 50	404 00	41 50	36 00	57 50								906	50

FIGURE 2

whether it covers the ground thoroughly for his own business, and then get a quantity printed. He should have sheets like this in two tints, one shade to be used for recording purchases, the other to be used as a "want sheet," the same wording being utilized for both purposes, the shade of the sheet being used to identify the class of entry.

The division cards to use with these forms can be made to suit the individual wants. It will be necessary to have several divisions to classify the purchases. We would suggest the following: "Men's," "Women's," "Misses'," "Boys' and Youths'," "Child's and Infants'," "Rubbers." The tab on these cards should run across its whole width and have the titles printed or written in bold letters across the top.

For the purpose of showing the subdivisions necessary, let us consider the women's classification.

In Figure 1 we have a form showing a purchase of 24 pairs of women's Vici Kid Bluchers at \$2 per pair, the selling price of which is to be \$3.

We would suggest that the women's division be subdivided into as many parts as there are leathers usually purchased, viz.: "Kid," "Box Calf," "Dull Calf," "Patent

values, because he may have had this line before, or at least, has its image recalled by the record. He can compare prices. If the shoe now being offered costs \$2.10, he knows he has purchased one that answers the same purpose at ten cents per pair less, and that on the quantity purchased he has saved \$2.40. Or, he may have one offered at a lower figure that appears to him to answer his purpose. He may then make a note not to purchase for the following season this grade of boot until he has seen the samples of the firm offering the lower prices. Or, he may make a note to sort with this line, if there is any sorting required later on. This record can be put to a hundred different uses in this way.

The use of similar records as "want slips," will suggest the manner of their use. These, if many, can be kept divided as shown for the purchases, but for the smaller establishment, they may be kept all classes together in a separate division. When ordering it will be but a small task to go through the few dozen sheets that might be there.

The Purpose of Figure One

In Figure 1 we show in the part above the broken line how an order may be entered for placing. In the part below the broken line we show how the sizes may be entered if the

Purchases for March 1913

Date Due	From whom Purchased	Shipping Date	Discount Date	Discount	Amount Purchased	Amount of Discount	Remarks
1913 Mar 10	John Johns and Jones	Feb 1/13	Mar 1/60	5% 10 2% 30	240 00	12 00 4 80	

FIGURE 3

Lea.," "Tans," etc. Each of these are then to be subdivided into prices. We recommend that the selling price be used, for several reasons. One of which is that there will be far less divisions to be used. A glance at Figure 4 will show how these should be arranged.

Avoiding Duplicate Purchases

When a purchase is made each item is entered on a separate sheet, giving the necessary details as to sizes,

sheet is to be preserved as a record of purchases and sales of sizes. We would refer our readers to the issues of THE SHOE AND LEATHER JOURNAL of November, 1911, for a method of perpetual inventory and stock keeping with which the present system could be incorporated.

At the bottom of Figure 1, between the double ruled lines is shown a way of using the figures "1 to 13 1/2," to avoid having record cards printed for each department, as

(Continued on page 42)



STRAY SHOTS FROM "SOLOMON."



"It is never too late to mend," but the "mend" always shows. The world is full of patched and soldered men who would give the world if they could get rid of the scars left by their "breaks." It is better to mend than go through life "broken," but let everyone understand, especially those who fondly talk of "sowing wild oats," that this sort of thing carries its own certain punishment. People will tell you that you can't sympathize with evil until you have been "through the mill." That may be, but a man doesn't need to roll in a mud puddle to know that he will probably have to give away his clothes and go the rest of the way with a "noseful." You can weigh up the effects of evil without running your hands or feet into it. "That which is crooked cannot be made straight and that which is wanting cannot be numbered."

Few of us know the preciousness of silence. We may be "tightwads" as far as money goes but we are lavish with our speech. We all talk too much and promise too much. "Be not rash with thy mouth." Keep the brake on your tongue. We all know the need of this when it comes to letting anger run away with our judgment, but few of us realize the danger there is in even the small talk of daily life. Too many of us think aloud and excuse ourselves for saying what comes into our heads by boasting that we "always say what we think." It is a safe rule not to say what you think. What may be right enough to think or what one cannot help passing through his head any more than he can stop the wind blowing through his hair, may not be quite the thing to come into spoken thought. "Be not rash with thy mouth." Make no hasty or unnecessary promises. "Look before you leap." Think before you speak.

You might as well try to dam Niagara or stay the ocean's tide with an inch board as expect to satisfy yourself making money. "He that loveth silver shall not be satisfied with silver, nor he that loveth abundance with increase." The man who starts with the ambition to make a competence will never quit reaching out after money when he gets on "easy street." The lure of gain is one of the worst foes of mankind. When it gets hold of a man it never lets go until it makes him a shrivelled blood-sucker. People tell you it is not the money but the "game" that they love. There may be some men who are satisfied with a penny "ante" at draw poker, but they are as scarce as hens' teeth. The gambling instinct has money for its goal whether it be at the card table, on the stock exchange or in the real estate boom.

Work is a blessing and the man who delights in it has found the secret of happiness. But we can make as much an idol of work as money. There are men who fall down and worship work just as there are those who bow the knee to "mammon." We always think of "mammon" as money or gain. There are a great many "mammons" that people put in the place of the Almighty, and work is not the least if not perhaps the ugliest. There

are people who work as though, like the brook, they were to go on for ever. The "muckrake" may not be devoted to gathering coin but it may keep a man's eyes off the great things of life just the same. Don't let your work rob you of the joys of true manhood. Don't let it become just another form of selfishness that may be the meaner because it hides itself in the garb of caring for others. Give your family, your friends, the community a little of your own best self and don't put it all into the grind of life. "What hath a man of all his labor?" Take a trip to the cemetery now and then.

A man with a bad cause always takes refuge in a deluge of words. The fellow with a hollow pate can be told by the way the few ideas within rattle. The man with something to say always says it and has done, the scatter-brain always goes on humming like a flywheel when the steam is turned off. "A fool's voice is known by a multitude of words." A young doctor clung to a strap in a crowded car and delivered himself on various subjects from street car management to political economy. He seemed to talk as glibly about science as religion. When he got off one passenger was heard asking another, *in sotto voce*, "Who is that ass?" If you want a reputation for wisdom don't keep it on tap in public places.

The mission of trouble is to make men think. If we didn't get a "jolt" now and then we would go on forgetting everything but ourselves and our own little cow path. "It is good for me that I was afflicted," said the psalmist. Trouble will either make a better man of you or leave you a moral wreck. It is one of those things that if you meet them with courage and patience make you stronger and develop your character, but if you fall down before them leave you a broken, craven thing. "In the day of adversity consider." If you are "up against it" think. You are not the first man to meet trouble or get your back under the load. Show yourself a man. Buck up. Tell yourself you will get to the other side of the mountain if you climb in darkness with blistered feet and torn hands. When you get over you will be a better man for the struggle and when you get a chance to sit down and look back you will be the wiser for the experience, if you are any good.

Most of us are so fond of admiration that we will go almost anywhere to get it. That is why men so often prefer to be "a big toad in a small puddle" than a small toad in a big puddle." This instinct, or whatever it may be called, is one of the dangerous tendencies of young manhood and, for that matter, maturer humanity also. On this account you will find some men amidst company that at once suggests surprise and disappointment. "What in the world does a man like him find in company like that?" people say. He finds an atmosphere that suits his love of what is called appreciation. "It is better to hear the rebuke of the wise than to hear the song of fools." The appreciation of the crowd is as uncertain as April sunshine and as unhealthy for a good man as the mist that halos a swamp.



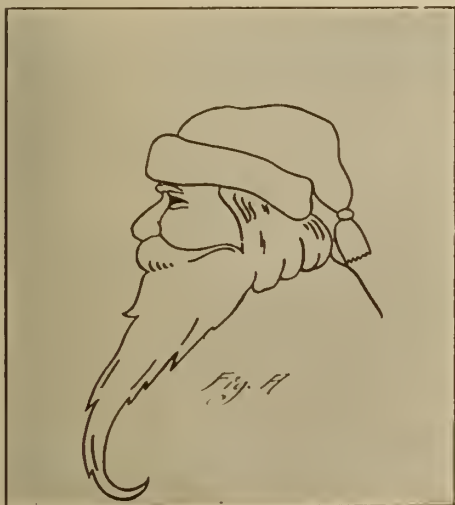
The Way to Make Christmas Cards

Preparing Designs So That the Wording May Be Clearly Inserted—Numerous Sources from Which Ideas May be Secured—Practical Course of Show Card Writing—Coloring Should be Bright to Match Store Decorations

By R. D. T. EDWARDS, with the Robert Simpson Co., Toronto

(Copyright by the Acton Publishing Company Limited)

It is high time that every card writer was preparing Christmas cards if he has not already done so. The rush season is at hand, and if designs are prepared early much time will be saved.



We want to help you do this, and in order to scatter a few ideas about that will be useful to you we are departing in this issue from the regular style of lessons. To do himself justice, a cardwriter must have considerable time at his disposal for the execution of fancy cards. This is not always available at just before Christmas time

and if designs are prepared early, leaving only the wording to be inserted, excellent cards can be produced at a moment's notice.

Gathering Ideas

There are numerous sources from which ideas for show card designs may be secured. Every cardwriter should keep a folder of clippings that contain adaptable ideas. These can be gathered from time to time from magazines, fashion books, trade journals, catalogues, newspapers, etc. If you have been making a collection of this nature you will doubtless have many clippings that will be appropriate for Christmas cards. These clippings may be carefully cut out and pasted on the card. If this work is done with care the illustration will have the appearance of being drawn or lithographed on to the card. If the edge of the cut shows after it is pasted down a few scrolls or rulings of pale green or gold will cover it so that the junction point is almost imperceptible.

Christmas Colorings

Last month we expressed our strong disapproval of highly colored show cards. This month we have to take it back to a certain extent, because Christmas cards are different. The spirit of the season calls for brightness. Decorations of the store lose the delicate tones to take on bright shades of red and green. Changes in show cards must be made also. In painting holly do not try to produce it in exact natural colorings as the green is too

dark. A nice bright green with a good red for the berries makes a more pleasant decoration.

Air-brush Effects

The air-brush can be used to advantage in the designing of special Christmas cards. Card No. 1 is an excellent example of what can be produced in this manner. In choosing designs to be worked out after this style—avoid those which have too much detail as it is difficult to make stencils from them. In the above mentioned card five stencils were used. They are illustrated herewith. First, make a sketch as shown in Fig. A, which illustrates how the drawing should appear before it is transferred to the manilla paper. Fig. B shows the effect of the line stencil. The broken parts in the lines are necessary. These are caused by the spaces which hold the parts of the stencil together. Use black ink for this stencil. Fig. C shows effect of the stencil which constitutes the red part of the cap and coat. Fig. D shows the effect of the stencil used for shading the background. Use pale green sparingly for this one. Fig. E shows the effect of the stencil which is used for shading the fold on the cap. Fig. F shows the effect of the stencil for shading the face, for which a light flesh tint may be used. The outline of the different stencils is secured by means of a carbon paper from the original drawing.

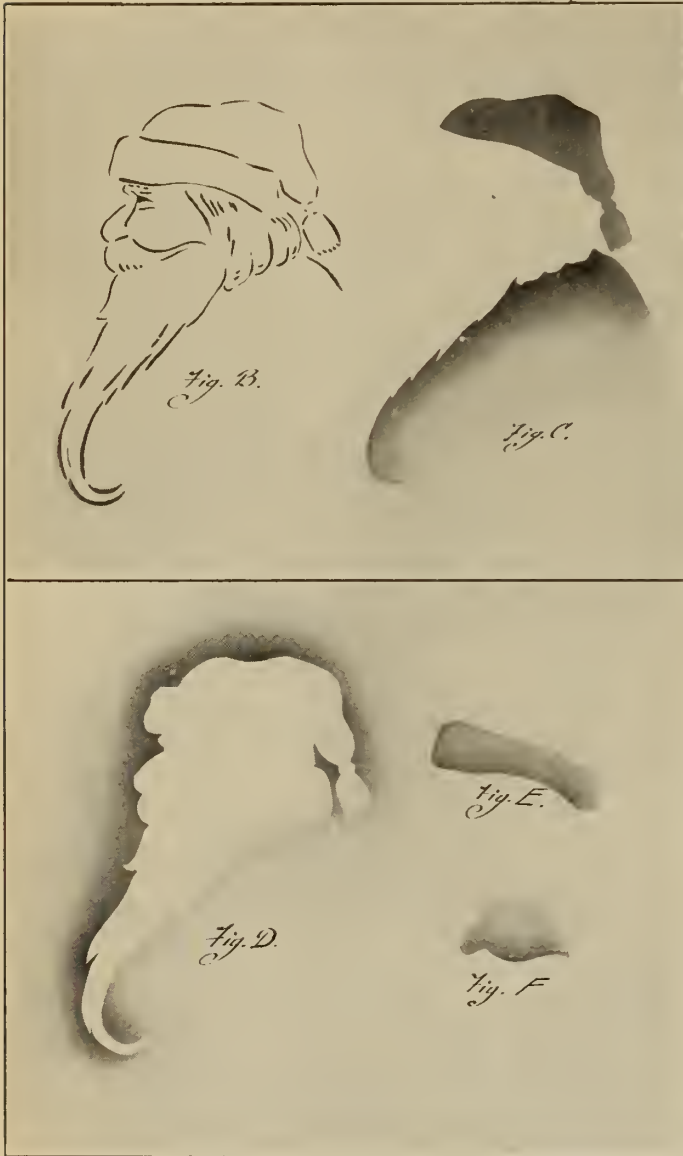
The Value of Good Cards

Too few shoe merchants realize the value and trade creating effect of an appropriate and well executed show card. The card is often to a display of shoes what an attractive and catchy heading is to an article in a newspaper. It arrests attention and stirs interest. Once the latter has been aroused special notice is taken of the footwear on display and an examination made of the lines, shapes and appearance of the shoes which appeal to the onlooker. The same may be said in regard to other articles of merchandise.



Because a merchant has no card writer in his employ, that is no reason why some bright young clerk cannot, from the lessons which have appeared in the "Journal" every month learn in his spare moments how to do lettering and to design cards. There will be one more lesson in this series on store card writing, which has been running in this paper for over a year now, and, from the expressions received on all sides, the information and pointers imparted, have been of very great service and benefit.

Much more might be said along this line, but the self evidence of these facts remains. The force and importance



of window cards are being more widely recognized, and no aggressive or enterprising merchant would to-day think of putting in any special window without these accessories. Unless a card is neat and attractive, suitable in design and well lettered, it is far better not to use any and to confine one's effort in this direction to mere price tickets. A shabby badly executed card detracts from the merit of any display, but an inviting artistic one adds much to the striking appearance and imposing setting of any exhibit that may be made.

Get permission to print in your advertising the testimonials of the people who have used your goods and liked them. There's no better advertising when the users are known to your trade.

Keeping Tab on Purchases and Future Deliveries

(Continued from page 39)

would be necessary if the form shown above the line was used exactly as now laid out.

In Figure 2 we show a form that could be used with much profit. This might be called a "summary card," or the pages of a book could be used for recording this information. These columns are for totals and it is not necessary to make an entry for each item purchased.

For instance, having made our records of purchases as directed above, we divide the items into different classes, viz., "men's," "women's," etc., and total the different amounts from the right hand upper corners and enter under each class as shown in Figure 2, before we distribute them to their proper divisions in the tray. It will be noted that after the totals from different orders are entered, the whole is added so that in this record, when properly kept, the last line of entries will always show the total amounts. If the merchant thinks this might cause him confusion, he may make the entries of the grand totals in red ink and the entries from the invoices in black. This will, of course, obviate any confusion whatever.

Such a record, if kept from year to year, will become very valuable as a guide to purchase for each department. But as a check upon purchases exceeding a safe amount its present use is invaluable.

The Object of Figure Three

In Figure 3 we show another form that can be used in connection with the above system. The form practically explains itself.

There should be a card or sheet, or a page allowed for each month, or where necessary, several. This form can be used to great advantage in many ways. The purchases are entered on the sheet for the month the bill falls due. In the entry shown we have in reality three due dates shown. The goods are to be shipped on Feb. 1, and the invoice dated March 1, with a discount of 5% off for payment in ten days, or 2% off for payment in 30 days, or net in 60 days.

The first column shows date due. If this invoice is taken care of, a discount of \$12.00 is earned. If it is impossible to take care of this upon March 10, the entry is duplicated on the page for April, and if paid on April 1, a discount of \$4.80 is earned. If we find we are still unable to pay for these goods until the last day allowed, we again forward the entry to May 1, and lose our discount by taking the full time allowed.

The simplest method of checking items that are forwarded would be to place a check mark or a cross, in the remarks column and write the name of the month to which the item is forwarded. When the item is paid, it may be indicated by writing "Paid" in the remarks column. If an extension of payment is necessary, this should be noted in the remarks column and the item forwarded to the month in which the item will fall due, according to the time of the extension.

Give Orders a Serial Number

We would advise that all "orders," or "copies of orders," be filed in alphabetical order, and as each one is received, it should be given a serial number. This number is used on Form 1, and makes it an easy matter to refer to the original copy if for any reason it is necessary.

The working out of the above system is not as arduous as one would suppose. Anyone can take a copy of an order and make the entries on the different sheets necessary in a very short time. The real trouble will be in getting started. Once used, this system will never be discarded. It will prove too valuable to even neglect it.

The writer will willingly answer any questions in connection with the foregoing system.

Capturing Crowd on Opening Day in Shoe Store

How Calgary Retailer, Who Has Started Successfully in Edmonton, Set About It—His Unique Advertisement and Effective Methods of Display—A Picture That Made a Favorable Hit With the People.

Ed. M. Foster, shoe retailer of Calgary, is original in his methods and certainly carries things out in a striking manner. Recently he opened a second store in the West in the new Benson block on First Street, West, Edmonton. Naturally, he made some noise about it, for he determined to start off with a hum and not wait for customers to accidentally discover his establishment. He took full pages in the Edmonton newspapers, and did some particularly attractive advertising. His store slogan is "Foster's Famous Footwear Fits Feet Fine."

On the opening day there was an immense rush and the invitation to attend was expressed in the well illustrated announcement of the firm as follows: "We extend to you a cordial invitation to this up-to-date store on the opening date. This is not necessarily an invitation to buy. We want you to come in—get acquainted and see the new styles. Ladies, make it a point to visit us to-day."

Across the centre of the full page space was a photograph, taken in front of the store location, of shipments received for the opening. The goods were all new and came direct from the best factories. Cotton signs, prominently displayed on the huge piles of cases bore announcements that could not fail to arrest the attention of passers-by, as the accompanying illustration shows.

It was stated that the shipment of shoes was the largest ever brought into Edmonton, and, judging by the boxes, heaped many feet in the air, the average citizen was disposed to accept the statement as correct.

Special Lines for the Opening

In his introductory announcement, Mr. Foster quoted fourteen particular lines, accompanied by a brief description, together with special prices for the opening day. The unique publicity campaign was effective and certainly succeeded in drawing the crowd, for the inauguration was a decided success.

Mr. Foster, who has for some years conducted a progressive shoe store in Calgary, believes that he will meet with equally as great a measure of success in the capital of Alberta. He pointed out to the citizens that he was there to do business in a business-like way and that he would sell the best shoes for the price that money could buy.

His policy is summed up in the following paragraph, taken from the initial announcement:—"We are going to crowd every cent's worth of value into every dollar's worth of goods that we sell. We are going to give you a store service that is right. Only expert, experienced salesmen will be employed—salesmen that you cannot worry—who know their business and who will be glad to do anything in their power to suit and please. Every pair of shoes will be brought up to a standard, not down to a price. We will be satisfied with a smaller profit than most stores get; but we want a big turnover. We desire to keep our stock moving and our

store busy. We will guarantee every shoe we sell, no matter how low the price. Our stock is so chosen that we can suit and please the man of moderate means and the millionaire. In short, we want your shoe business, and in return, we will give you shoes and service that will pay you to make this your shoe store."

The Dignity of the Sales Force

"I never see much in the trade papers giving clerks pointers regarding what they should or should not do," said a Winnipeg salesman the other day. "I would also like to read something about what a proprietor should or should not do. It takes both the employer and employes to get the business and make money."

"Well," returned a Montreal traveler who was standing by, "I can tell you one or two things. I was in one of the finest retail establishments in Vancouver the other day. The interior is bright, elevating and inviting. I didn't think the sales force was scarcely in keeping with the surroundings. One clerk, who was fitting a lady with a Russia calf button boot, was talking in a rather loud tone so that practically every one on the premises could hear his remarks. One felt like telling him that it was not necessary to speak in such a high pitch of voice as he was not attending to the whole shop. Then again he used the words, 'I think this,' 'I believe that,' 'I am sure you will agree that the price is very reasonable,' 'I hope I have your exact size,' etc. It was 'I' this, and 'I' that, and 'I' all the while. Now, a salesman should use the term 'we.' He is only a part of the establishment where he works and to say 'we' sounds better. It is not so egotistical and reveals more of the spirit of co-operation, team play and a united force. 'We' is more dignified, forceful and appropriate, more convincing in manner and style. This man made some glaring breaks in his English, speaking of 'They are a good shoe,' when referring to a single one instead of a pair. He used such adjectives as 'nifty,' 'dandy,' 'swell,' when it would have been preferable for him to employ such qualifying words as 'smart,' 'stylish,' 'attractive,' etc. In another store in Victoria, B.C., which is the finest and most artistically laid out that any one could visit, the proprietor and one or two of his clerks were serving customers in their shirt sleeves. A young salesman had his sleeves rolled up to his biceps, for he had just come in from the stock room. Surely he could have taken the time to don his coat, for the day was chilly outside and the store was not so suffocating as to warrant his dispensing with this garment. But the boss was setting him a bad example. The store had every mark of dignity and elegance and was most elaborate in its appointments. The staff should have been told to preserve an appearance more in keeping with the surroundings. Do not blame the salesmen for they will follow the example set by their chief. What the latter does his assistants will naturally adopt. In another footwear shop the clerks are in the habit of smoking in dull moments. It should certainly be cut out."



THE NEW FOSTER SHOE STORE, IN EDMONTON, IS BEHIND THE HUGE PILE OF CASES

Window Trimming Contest

Prizes for Best Christmas Displays

THE festive holiday season is right at hand. Mr. Shoe Retailer, you will be making artistic and appropriate Yuletide trims, in your show windows, designed to catch the eye and capture the footwear trade of the busy throngs of happy shoppers.

The Shoe and Leather Journal desires good, clear photographs of your display, and for the best dressed windows will give handsome prizes in cash.

City Shoe Store Windows	
1st prize \$6.00	2nd prize \$4.00
Town or Village Shoe Windows	
1st prize \$6.00	2nd prize \$4.00

In sending photographs kindly state the materials used in decorating the window, how arranged, the character of the display, etc.

Here is an excellent opportunity for window decorators to earn some pocket money as a result of their enterprising efforts. A committee of three experts, who have widely recognized reputations, have consented to act as judges. The displays will be judged on their merits as business creating mediums.

All photographs and descriptions must be forwarded by December 30th.

The prizes in every instance will be awarded to the one originating and executing each trim.

————— ADDRESS THE —————

SHOE AND LEATHER JOURNAL

13 Coristine Building
MONTREAL, QUE.

1229-31 Queen Street West
TORONTO, ONT.

The Way to Build Up Shoe Trade in Small Centre

How to Realize the Fullest Returns—Handle Better Class of Goods, Make Best Use of Windows and Give Special Attention to Needs of the Community—Watch Your Stock Closely

By WM. BRYANS

There are several creditable shoe establishments in the smaller towns and villages, and there are a good many general stores in these centres handling shoes that do a good deal of trade, but still there is no denying that there are many of the little retailers of footwear who could build up a more substantial business if they would apply more aggressive methods as well as more careful study to their business.

While there are many exceptions, it would seem that the smaller merchant in the country does not make his field as productive of results as his brother in the bigger centres. Best results, however, cannot be expected without proper tillage of the soil. Herein, apparently lies the fault.

Now the reason for the lack of ambition on the part of many dealers is their failure to recognize the opportunities that are at hand, and to take advantage of those opportunities. Chances for the extension of business are frequently present, but are not recognized. A country merchant showed this to be true in a recent conversation with the writer. Here is his story. It should contain many points of interest and value to both the small retailer and the general merchant who carries a fair amount of shoes:—

I didn't handle shoes at one time. I don't know exactly why I didn't, because I kept pretty near everything else a general store carries. The reason apparently was that I didn't think there was trade enough to be secured to warrant carrying a stock. One day, however, a live salesman from a wholesale shoe house dropped in and handed me out a line of talk that showed me I had not been taking advantage of my opportunities.

"You have no reason for not handling shoes. You

have many reasons why you should," he pointed out to me. "The people in this district don't go bare-footed any more than elsewhere. Every man, woman and child needs boots every season of the year. You handle groceries, in which only women can be interested, but every person, no matter how old or how young, who enters your store, is a prospective customer for shoes—must buy a pair at no distant date.

"You are not supplying them with their shoes. They have a catalogue at home issued by a mail order house which sells shoes. They see some footwear in it that they want. They not only send for the footwear, but the dry goods, groceries, etc., that they desire. You lose all that trade."

His argument was convincing and when he left he had my order for a considerable quantity of shoes, but in addition, he had me keyed up to such a high pitch of enthusiasm that I could hardly wait for the goods to arrive in order that I might get my selling efforts behind them.

Enthusiasm is a mighty valuable thing in selling goods of any kind. If it is lacking in a salesman, his work is not likely to be nearly as good as if present. It was, however, with marked fervor that I set about the work of building up a shoe trade in a store where none had hitherto been done.

Let People Know About Your Shoes

I realized that the first thing I must do, was to let the people know that I was handling shoes. In order to do this I took space in the local paper especially for shoes, and in this I announced the opening of my department, gave a description of several of the leaders which I had put in stock, and I quoted prices. One of the chief points upon which I laid



A PLEASING DISPLAY BY THE SHOE DEPARTMENT OF OGILVY'S STORE, MONTREAL. THE EXHIBIT REPRESENTS EXCLUSIVELY THE EXTENSIVE KIRVAN-DOIG RANGE AND IS MADE VERY EFFECTIVE BY THE SHOWING OF LEATHERS, FINDINGS, ETC. THE WINDOW PROVED TO BE A LIVELY TRADE PULLER

emphasis both in my advertisements in the local paper and a circular which I sent out, was the high quality of my goods. This is one of the things I had made sure of in selecting my stock, because from experience in other lines, I was convinced that if a dealer wishes to build up a substantial trade and maintain the confidence of his customer, he must handle high grade goods. I think this has contributed to no little extent to my success, because other dealers have since opened up in opposition carrying lower grade goods, and, while they attracted a good many of my customers at first, on account of their lower figures, the majority eventually drifted back to me, demonstrating convincingly that people prefer a dependable article even if the price may be higher.

The Real Reason of the Window

The other method which I used to show people that I was handling shoes was window display, a method which every retailer has at hand, but which, unfortunately, many retailers, especially in the smaller centres, do not take the advantage of that they should. All retailers do not seem to recognize that the window is not merely a space to be filled up, the same as that under the counter or in the cellar, nor yet is it just a place to pile your stock to show passers-by that you sell shoes. It may serve this purpose, but its real reason for existing is to show goods in such a manner as to interest people in them, and if possible, cause them to purchase.

It is true that the facilities for display in country stores are not always the best, but the ambitious dealer can improve them to a wonderful extent. For instance, there is nothing to prevent a dealer from keeping the glass in the window clean, nor from changing his display frequently and before it becomes covered with dust. These are little things which really should not have to be mentioned to a merchant who is a real merchant, but the need of it is shown by the appearance of many windows encountered even to-day.

The first display I arranged, although the plate glass was clean, and the goods well dusted, was a poor excuse for a window trim. The goods were merely placed on the floor. It merely showed that I handled shoes, but did not show them up for customer's inspection in a way that would sell. I got busy in the back shop, however, with the saw and hammer and built a number of pedestals and other display fixtures out of rough material from boxes. From my dry goods department, I got some draping and my second display was a decided improvement on the first.

Making Serviceable Display Fixtures

With my own tools, I made many new and serviceable display fixtures from time to time, and although home made, they served the purpose admirably. I also purchased several varieties, which I could not make myself, as I felt the increase in business warranted such an expenditure. One feature in arranging my windows, was that I did not keep to any one set lay-out. A change is a good thing, once in a while. You go into your own parlor, for instance, day after day, and find each piece of furniture in the same position, and your interest soon becomes languid. However, if you come home some evening, and find a rearrangement, you at once begin to show renewed interest. It is the same way with the window. For this reason I do not use the one line of display too long. For a couple of weeks I will have a step arrangement, then bring some shelves into play, and again, shortly afterwards return to plain shoe pedestals. Probably, such changes are more necessary in the smaller centres than in the city. In the latter, there is a constantly changing audience which views your display, but in the smaller places, the same people see it from day to day, and the same manner of arrangement is liable to get monotonous.

There are several points wherein the country trade differs from that in the larger centres. For instance, there is a difference in the class of goods sold. If you are in a farming community, or a district where laborers abound,

you need to give special attention to heavy class of footwear. You will sell some lines of boots in the country which would never be called for in the city, and vice versa. I do not mean to say that the retailer in the country should confine himself to heavy varieties of footwear, for he should not. While the greater portion of his stock should be heavy, most dealers should also dispose of a considerable amount of fine stuff. It is found that this is not the case in many establishments, and the reason seems to be, that the retailer himself does not give the attention he should to this class of goods. He argues that country people do not want fine footwear. This was perhaps, decidedly the case some years ago, but things are gradually changing, and even in the far removed rural districts, there is a certain demand for fine lines. The day when the farmer and his wife wear their heavy boots all day and every day is on the wane. They also have their fine boots rivalling those of their city friends in nattiness for wear on the proper occasions.

In buying his stock also, the retailer should remember that there has come a change in recent years—that in the quality and grade of boots worn in the smaller centres. At one time the manufacturer of high priced footwear devoted the most of his attention to selling the city dealer, as he was about the only person who found a demand for this range of goods. To-day, travelers for those houses making the highest priced shoes, go into the smallest towns, and find it pays them, and that this trade in the less populous centres is increasing wonderfully from year to year.

Give Careful Attention to Sorting

The retailer in the small centre, as he generally carries a limited stock, has need to give careful attention to his assortment if he would be able to fill the demands of his customers at all times. The ideal plan to the man with a small stock is to carry rather more lines and a smaller stock of each. His needs, however, to be ever watchful, to guard against running out of sizes in any line. Nothing is more disappointing to a customer and to the dealer as well as to see a shoe that appeals to him, and when he enquires about it, find that his size is out of stock. Study of his best sellers will enable the shoemaker to stock most heavily those lines which are likely to move out the quickest.

One Experience of the Kind Enough



One of the three men who had such a thrilling escape from the ill-fated boat *Mayflower*, which sank near Barry's Bay, Ontario, a few weeks ago, and yet lives to tell the tale is Joseph Harper, who, with two fellow passengers, caught hold of a coffin and, after floating around in the chilly waters all night, landed on a desolate spot. After great suffering and exposure for many hours they finally managed to kindle a fire and were rescued. Harper was confined to his house in Ottawa for some weeks after the accident from a sore foot and returned to work only a few days ago. He has been a traveler for the Canadian Consolidated Rubber Co. for two years and is attached to the branch in the Capital. Previous to that he was for seven years on the traveling staff of H. N. Bate & Co., wholesale grocers, Ottawa. He was also in the shoe business in a retail way for about six years before he took a position on the road. In the investigation into the sinking of the *Mayflower* it developed that the boat had no license to carry passengers and had no authorized captain. A diver, who was sent up by the Government, found that the ship's planking had been sprung apart, which was the cause of her sudden sinking. Mr. Harper says that he hopes never to be called upon to go through another such experience in which nine persons were drowned and he considers himself fortunate that he is still above water.

Manufacturers Discuss Returned Goods Problem

Most Companies Believe the Retailer Generally Right—Try to Meet Him Half-way—Only a Few Chronic “Kickers”—Less Returned Goods Now as Factory Inspection Is Very Complete

The question of returned goods is continually claiming the attention of both the retailer and manufacturer and sometimes leads to a little bad feeling, although in the main the complaints are adjusted to the satisfaction of both parties.

Thinks Retailers Very Fair

Speaking of returned goods a Montreal retailer said: “We always get on well with the manufacturer and do not think any retailer should have trouble if he really thinks he is in the right, as we find the manufacturer is only too willing to keep on a friendly footing with the dealer. Indeed, we have more trouble with consumer than manufacturer, as one will always listen to reason and the other sometimes will not. I never bring the manufacturer into a dispute unless I feel that he is responsible for the return of a pair of shoes, and have always received a square deal from him. If at all possible, I try to meet the customer half-way, and unless he is a sharper or very much of a crank, I generally manage to satisfy him. A lot of trouble would be saved if a buyer would return unsatisfactory goods at once instead of wearing them three weeks or a month, and sometimes longer, as they very often do. On the whole, though, we are having less trouble in the matter of returned goods than formerly.”

Another retailer: “I always examine goods as soon as I receive them and if I find any pairs wrong I return them at once without any trouble. Of course, a boot sometimes gives out after being worn a few days, but I find that I get honest treatment from the manufacturers, who are generally willing to satisfy me if I have any just cause to complain. I never return a whole shipment on account of one or two pairs being below the mark.”

Some Tradesmen Who Continually Kick

A large manufacturer said: “We are not troubled with the returned goods’ problem as much as we formerly were, as we are keeping a close eye on our returns, and if we find a shoe dealer is continually returning stuff, we drop him off our list. If we do not, we are bound to lose more than we make on his trade. We find that most retailers are very reasonable in their demands and we are generally able to fix them up. You will nearly always find that it is the same fellows who are steadily returning goods, as most of our customers have been dealing with us for years and never return a single pair of shoes. We do not mind a couple of pairs, but what we do mind is a customer returning a whole shipment on account of a deficiency in one pair. We have a man specially to examine every pair of boots before they leave the factory, and in that way we save a lot of complaints and returns due to stitching, etc. In most cases of returns the retailer is in the right, and it is only in exceptional cases that we have any trouble, such as when the retailer has been talked by a customer into taking back a pair of shoes and expects us to make good his loss.”

“We have practically no returns at all, and have not had a dozen since the beginning of the year,” added another Quebec manufacturer. “We do not believe in retailers returning goods, although a case will come up once in a while where we have to take back a pair. Much depends on the boot, and if it is badly made, there are bound to be a lot of kicks. A retailer, however, when he buys a cheap shoe generally pays a cheap price and it is up to him to fix up any complaint which a customer may make. We discourage returning altogether.”

Returned Goods a Big Loss

“We look on returned goods as a big loss every year,” observed another wholesale firm, “and think the only remedy is for the manufacturers to get together more. We do not mind the return of one or two pairs, but whole

shipments being returned is what bothers us. A dealer orders say thirty-five pairs of shoes, then picks out ten or twelve pairs and tells us he is returning the rest because they are not up to sample. There is nothing at all in this, as ninety per cent of our customers are selling our boots from one end of the year to the other and we never have the slightest complaint from them. We find that the complaining is nearly always done by the same parties, and there are some parts of the country worse than others, due, I suppose, to keener competition. The only thing to do is to cut a man off our list who is continually sending back a lot of goods. In the main, though, we get on fine with most of our customers, and find that dealers generally have good cause to complain before returning anything to us.”

Factory Inspection Very Complete

Still another firm writes: “No, we do not think that we are having as much trouble with matter of returned goods as formerly, as we are very careful now not to let a damaged pair of shoes leave our factory. The retailers, except in exceptional cases, are very square and we always get on fine with them. We hold the foreman of each floor responsible for all goods from his department, and think if the manufacturer is careful, he need have no trouble with the retailer. When we have goods returned, we try to meet customers half-way, and if we can fix him up at all, we do so, and we find that a customer is generally willing to do his share in the way of a returned pair of shoes. If he is not, we do not think he is worth keeping on our books. We do a large trade in Montreal, and as we also manufacture there, we have some goods returned to us, but are always able to give satisfaction, as they are mostly minor troubles.”

Some Abuses That Creep In

A large manufacturer who sells from coast to coast declared: “I do not let the returned goods problem worry me any more than it should. I always try to satisfy customers and am generally able to do so. I do not believe in being ‘done,’ however. You can generally tell whether a man means business or not. I think in cases where the customer has worn a pair of shoes for some time, say two months, as is very often the case, he should pay for the two months’ wear. They seldom think of this, however, and nearly always expect a new pair. I do not mind the returning of one or two pairs—I charge it to advertising account—but it is the whole shipment coming back, or getting an order to cancel when the goods are going through the factory that worries me. The only thing a man can do in a case of this kind is to use his judgment.”

From the foregoing interviews it will be seen that if both parties really mean business and are in earnest, there need never be any prolonged dispute. Both manufacturers and retailers seem to think that the returned goods evil is lessening, and that it only needs a little judgment and a watchful eye kept on all shoes going out to the retailer.

FINDS EACH NUMBER PROFITABLE

“I wish to congratulate you on the good work that you are doing for the benefit of the shoe trade. I am a “lover” of the Shoe and Leather Journal and I believe that a shoeman cannot be a shoeman without it. I read every issue carefully and I am convinced that each one is profitable to me.”

Sincerely yours,

W. Girouard.

*St. Hyacinthe, Que.,
November 20th, 1912.*

Get After Your Man Direct in Shoe Selling Game

How a Bright Proposition to Increase the Turn Over in Children's Department Was Lost By Not Presenting the Scheme at Once to the Party Having the Final Say—A Salesman's Rather Sudden Awakening

As I walked into Groves' store I expected to get a big order. I always did get some nice business, but I had a new deal framed up for this time. Groves' didn't do a findings business the way it ought to be done. But, of course, you couldn't tell them so or "good night" to your chances of doing any further business with them. Still I knew that unless I got them around to the right way of thinking, that I wasn't getting all the business I should, and Groves' also were not making the money they could. And what an opening I was leaving for a competitor!

Some good live fellow could figure out a plan and put it over. I would be absolutely frozen out and my chances of getting back were so remote that I might just as well get in another line.

So I entered Groves' store feeling cocky. I had a plan. And better than the plan was my system of putting it over. Up in front I met Hartt, Groves' shoe buyer.

"Hello, Jerry," he said, "how's business?"

"Fine," I came back, "I've got just the scheme you and Groves want, to get more business."

"What is it, Jerry," he came back, "another one of your suede brush plans?"

"No," said little Jerry. "No, a plan that will sell repairing and shoes, and get new trade into the store."

"Well, you may have a good stunt, Jerry, but we have a high-grade store and only carry findings because we want to have a complete line. The profits, of course, are nice, but we won't use any of these pushing 'barber shop' schemes."

"Well, I'll go up against Groves with what I've got, any way."

"You know he's a hard one, Jerry, and I want to do all the business I can. Tell me your plan, Jerry; it may be possible for me to help you out with suggestions. Come on back in the department."

So back into the store we walked—up into Bill Hartt's office.

Be a Man Bill, I Said

"It's this way, Bill," I said, "you are not doing the business you should and I know you want to do all the business you can. Be a man, Bill, and go up to Groves and tell him as a man—a big man that you are—to get next to himself, make him give you a chance. If you fall down on the job he'll think more of you for being a fighter, anyway. But, Bill, do something. Don't let Groves step all over you. And the sooner you get busy the quicker you'll be appreciated and the more money you will make."

"I know it, Jerry; I know just what I ought to do. But it's not my store, and—"

"That's just it. He's got you scared, bluffed, and you're afraid to do a thing," I came at him. "Now, Bill, you go at him this way. 'Mr. Groves, we ought to do more business in children's shoes. I've just run across a plan that will help me get this business along with making more money. It's a plan that will get all the boys and girls in our city hustling for your store. And more than that, you can do all of this in a clean business-like way and not take away from the exclusiveness of your store in the least.'"

"I see, Jerry, and I'll do it, too," poor Hartt came back.

"Now say to Mr. Groves, 'Would you give 2½ per cent. to get new business for your shoe department? It's a mighty small price to pay. If you will agree to this, I'll prove my scheme to you.'"

"You can buy a half gross of these pushmobiles so popular with the children for around \$35.00. That makes them cost less than fifty cents each. It's a big enough thing

to get the youngsters actively working, and still it's not so costly but what the work to be done to secure it can be accomplished in short time. And another feature is the advertisement. Think of putting out a half gross of these toys with your advertisement on them. Turn loose seventy-two boys and let them race up and down the streets. Why, it's a great stunt. It can't help but start talk about your place. And the children getting these toys must make at least ten calls at the store. Of course, many of them will bring their parents and a nice shoe business will follow."

"But, Jerry," Hartt said, "how do they get the mobiles? What do they do? Will Groves listen?"

"Sure, he'll listen. You're interested, aren't you, Hartt? If it 'listens' good to you it will sound good to Groves, too."

"Sure, sure," said Hartt, "it sounds great."

New Line of Sole Leather

"Now let me talk a little business. I've got a new line of leather—sole leather—this trip. It costs a little more, but it outwears anything I've ever seen. So you can be safe in making big promises for it. Buy a gross of blocks of it. After you've cut it into half soles and heels you've made better than \$200 on the job. Take off \$35 for pushmobiles and another \$50 for special advertising, you'll still make \$115. But on top of all this, you're doing some of the best boosting for business in your store that ever has been done.

"Wonder what the fellow waiting outside my office wants," said Hartt. "Wait a minute, Jerry." Hartt came back shortly and said the fellow was a salesman and was in a hurry.

I kept on explaining and urged Hartt to take up the plan with Mr. Groves and I'd follow on in the afternoon. With that I left and I thought it peculiar that the fellow sitting outside the office also had gone.

About two o'clock I again hustled into Groves' store. Hartt was standing in the rear of the store, and decidedly down at the mouth.

"Cheer up, Bill," I said, but he said there wasn't any cheer in him. "Oh, come on," said I, "you want to keep your spirits up. Think of what you're going to do. Figure on how your business will shoot up, Bill."

"No, Jerry, it can't be done. The old man is going to use that plan on boys' suits and children's general wear. Sale tickets aggregating \$25 will be exchanged for a pushmobile. And the first ten children who come into the store for clothes with the circular distributed at the schools will get a pushmobile with their purchase, no matter how small the sale may be. That gets the toy out and working. And the house selling us a new line of school suits has given us the first ten toys free to start us a-going fast. I guess, Jerry, you're done for now. Here's the regular sizing order."

Then I took a Tumble

Was I down-hearted? No, I wasn't. But I couldn't understand how some one else could have gotten my own pet little scheme. I was still trying to figure it out at the depot when I saw the little man who had been sitting outside of Hartt's office.

"Whose shoes are you selling?" said I.

"Clothing, my friend—children's clothing," said he.

"Oh!" said I—and then I tumbled. He got to Groves first and now I simply couldn't go back. I was finished.

The moral, as I see it, is to tell your own story. Don't let it go through some one else, because the some one else may be slow or a good listener is likely to appropriate it.

quitter' should leave alone, it is the only way to make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

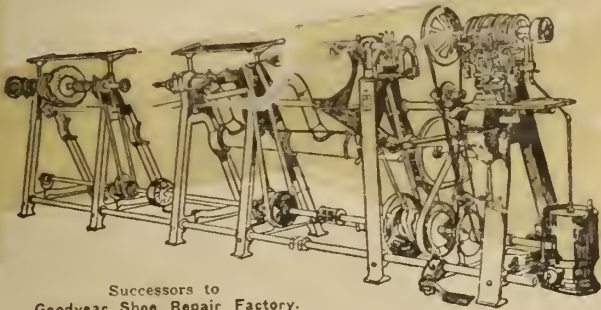
"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."—John Wanamaker.

The Glasgow Shoe Parlors have used a cut to show that they employ machinery in their repairing but they have not clinched the argument in the copy. The logical thing to do after showing such an illustration is to show why the

OUR REPAIR DEPARTMENT

PHONE 525 AND HAVE YOUR SHOE REPAIRING CALLED FOR AND DELIVERED. ALL WORK DONE BY OUR NEWLY INSTALLED GOODYEAR RAPID REPAIR PLANT. SHOES REPAIRED WHILE YOU WAIT.



Successors to Goodyear Shoe Repair Factory.

Glasgow Shoe Parlors

Opp. City Hall. JEROME J. WOOLNOUGH, Prop. 31 Queen St.

THE TWO COL. ADVT. OF NIAGARA FALLS, ONT., HOUSE

use of machinery makes for better and quicker repairing than the old hand methods. They could elaborate this by a series of several catchy ads. dwelling on the dislike of the average man to be kept waiting for the cobbler to get "good

A Good All-round Ad.

Tuttle's ad. is not well displayed. It looks like two ads. and the border is too heavy. Better put the shoes at

"Art" Shoes For Women

Excel In Three Points--Note Them--Form--Plexibility--Fit



"ARTS" NEW LAST is an easy-ripper and is good style.

"ART" BOOT for college girls. Box Calf or Patent Colt \$3.50

"ART" PUMPS—Patent Colt for street or house use. \$3.50 AND \$3.75

TUTTLE'S

203 BARRINGTON STREET

TWO COL. WIDE ANNOUNCEMENT OF HALIFAX FIRM

the top, and the copy together beneath them. The cuts are good, so is the copy, while the setting of the firm name makes it stand out. It is a good all-round ad.

Too Much Display of Heavy Type

The Moyer Shoe Limited ad. is a sample of the class of advertising that is too common these days. Big black headlines and heavy black type all through the ad. do not make for public confidence in the particular firm using this style of advertising—not because of any inherent fault in the firm or the particular goods it may be advertising in such an ad.

OVER-STOCKED SHOE SALE

Starting Nov. 1st to 10th FOR 10 DAYS ONLY Starting Nov. 1st to 10th

We have \$20,000 worth of Women's and Men's Boots to dispose of in 10 days. ALL NEW FALL SHOES

Men's Box Calf Leather Lined Shoes, in tan or black, with double soles. Sale price \$3.95

Men's Patent Button or Lace Dress Boots. Sale price \$3.95

Women's Gunmetal Button Shoes, with cloth tops. Regular \$5.00. Sale price \$3.95

Women's Tan Russia Calf, button or lace. Sale price \$3.95

Women's Box Calf and Patent Leather Boots, Regular \$4.50. Sale price \$3.95

You cannot afford to miss prices like these on our best grades of shoes. Call at once while your size is here. All sizes are now in stock.

THE MOYER SHOE LIMITED

385-387 PORTAGE AVENUE

who do
 may be an
 been advert
 aforementioned
 The ad. is not
 prominently. The "mourning
 rather repulsive to the average i.

Too Much Black Lettering

There is too much black type about the
 pany ad. To secure proper display it is very necessary
 that black headlines, lighter-faced body type and white
 space should be sharply contrasted, and separated into

**Two Shoe Bargains for
 Friday, This Week**

At 4 p.m. Precisely

**31 Pairs Women's Felt Shoes
 and Slippers**

Regular 90c to \$1.25 in sizes 3, 4, 5, 6 and 7

FOR 53 CENTS PER PAIR

Also at the Same Time

**42 PAIRS WOMEN'S RUBBERS, (ALL SIZES
 IN THE LOT,) REGULAR 65c PER PAIR
 (EVERY PAIR PERFECT**

For 34 Cents Per Pair.

If you are here at 4 o'clock sharp you
 will have just the same chance as if you
 come at 3 o'clock or even earlier.

HERE IS THE WAY WE WILL DO IT
 Precisely at 4 o'clock we will place a
 number of tickets in a box and shake
 them up. You will then pick your ticket
 the number of which will be your turn to
 be wafled on. For instance No. 1 ticket
 give you first choice, No. 2 ticket, second
 choice and so on.

LOOK IN NORTH WINDOW.

WILLIS & CO.

THE SHOE STORE.

Sole Agents



for Ladies

TWO COL. WIDE ADVT. OF WINGHAM SHOE FIRM

definite blocks bordered by white space. This ad.
 is not well balanced, the whole of the top portion being
 in more or less heavy black type.

But the copy is definite. The writer has something to
 say, and he says it—straight from the shoulder. His selling
 plan is an ingenious one, to say the least, and from its very
 novelty, no doubt, brought business. Putting a panel around
 the important part of the copy is a good idea, as it centres



Women's Tan Button Viscolized
 Waterproof Boots Fleece lined. Rub
 Heels.
 Women's Tan Blucher Boots, leat
 lined, Viscolized soles, waterproof
 Women's Gun Metal Waterpro
 boots.
 Women's Double sole Tan Galf Boot
 \$3.50.
 Women's double sole Gun Metal Cal
 Boots, \$3.50.
 Women's Patent Colt Button and Lace
 all styles
 Men's Boots in Tan and Black, with
 waterproof soles, \$4.00 to \$6.00
 Shoes made to order and repaired.

W. Jacques & Sons,

Phone 427

42 1-2 Fabrique Street

TWO COL. WIDE ADVT. OF QUEBEC SHOE HOUSE

printer is at fault there, but nevertheless it makes the whole
 ad. look rather "dirty." The cut could also be renewed with
 benefit. However, the copy is brief and descriptive and if
 the set-up were only more tasty it would be a good looking
 and effective ad. The advertisers in this daily should "jack
 up" the management on the set-up of all these ads.

Breezy and Strong copy

Chas. McGilvery looks like an advertising expert, as
 well as a shoe expert. Either that or the picture knows
 more about advertising display than the average one of that
 craft in smaller centres. The set-up is good, the heading
 excellent and pertinent, and the copy breezy and strong.

"Where Quality Counts, We Win"

**Fashion Shoes
 For Women**

Once you experience the luxury of wearing comfortable
 Shoes that hold their shape, with a style made permanent by fine
 material, and skilled workmanship, no other shoe will satisfy you
 thereafter.

We refer to the Fashion shoes. Selling them is the easiest
 thing we do, because there is nothing to explain. The Shoes tell
 their own story, and the wearer tells it to her friends. Our new fall
 stock in all leathers, styles and sizes is awaiting your approval.

\$3.50 and \$4.00

CHAS. MCGILVERY

Shoe Expert

Opposite The Cameron

Robinson St.

TWO COL. WIDE ADVT. OF SIMCOE DEALER

Prices are mentioned prominently, the name and address is
 given in proper style, and there is a catchy line at the top.
 We do not see, however, the use for the dividing rules be-
 tween copy, firm name and address and headlines. The border
 might also be better set up.

... known as the McCrimmon block, which J. D. McCrimmon has occupied for many years. Mr. McCrimmon's lease has about a year and a half to run yet and then the Agnew store may be removed to the new stand.

The firm of East & Co., Toronto, is now known as the Adams Leather Goods. Some decidedly attractive advertisements are being run by the company on the trunks, hand bags, dressing cases suit cases and other lines which are carried in the retail store at 300 Yonge street and manufactured on the premises.

Many friends of James Houston, shoe retailer of St. Thomas, will sympathize with him in the death of his wife which took place recently from heart trouble. Mrs. Houston was a most estimable woman. She had resided in St. Thomas for about four years, coming from London. Beside her husband she leaves to mourn her loss five sons.

An advance of 10 per cent. was reported in shoe packs last week. Manufacturers have announced that all previous quotations have been withdrawn and that still another advance may take place at the first of the year. A retailer remarked recently that this class of footwear was now costing more at wholesale than it used to retail at a few years ago.

The Goodyear Tire & Rubber Co., Toronto, recently purchased the north-west corner of Simcoe and Richmond streets with a frontage on Simcoe of 100 feet by a depth of 123 feet for \$80,700. On the corner half of the property the company will erect a six-storey salesroom and general office building to be constructed of steel, brick and stone at a cost of \$100,000.

The Brockton Shoe Store, 119 Yonge street, Toronto, which has specialized in men's welts exclusively at \$3.50 per pair, will early in the new year raise the figure to \$4.00. This has been rendered necessary owing to the constantly increasing prices in shoes due to the frequent advances in both upper and sole stock. A. R. Trudeau is the manager of the Brockton Store.

The felt boot companies are behind in orders and all are running full force. Jobbers complain of slow deliveries but expect that conditions will be better in a few weeks. The supply of staples is short and there appears to be no relief in sight. Retail business in Ontario has been rather quiet owing to the absence of snow or extremely cold weather, but the sorting trade keeps up very well.

At a recent banquet of the leading citizens of Newmarket to celebrate the progress of that town commercially since local option became effective nearly three years ago

... where he was a member of the shoe retailing house of Guggsberg Bros., has purchased the shoe repairing and custom shop of Wm. A. Williams in that town. A local paper, speaking of the firm, says that "they have distinguished themselves among the Gaylord merchants by their early successful stride in the shoe business by means of persistent, unique advertising and ability to take quick advantage of an opportunity. The firm are now as well equipped as any in Michigan."

Making Good in the Prairie Capital

S. W. Caldwell, who was recently appointed assistant manager of the shoe department of the T. Eaton Co., Winnipeg, is an Ontario boy who has been a successful shoeman for thirty years. He was born in Georgetown, but removed with his family at an early age to St. Thomas. His first connection with boots was gained with Peacock Bros., of London, as parcel boy. He continued with that firm for eleven years, being one of their most successful salesmen. He afterwards branched out as manager and buyer, first with William Morrison, of London, and later



shoe centres.

A large amount of new machinery has been installed in Dufresne & Locke's factory in Montreal for the manufacture of women's footwear.

The C. N. W. Shoe Co., of London, Ont., have all the machinery installed in their new quarters and started the cutting of shoes this week.

J. S. King, of the Relindo Shoe Co., Toronto, has returned from a business trip to St. Louis, Boston and New York.

Alfred Minister and H. B. McGee, of the Minister, Myles Shoe Co., Toronto, have returned after a visit to Boston, Lynn, Brockton and other New England centres.

Negotiations are being conducted with the city of Moncton, N.B., for a new shoe factory which will locate there provided a free site is granted.

W. V. Matthews, General Superintendent of Ames, Holden, McCready factories, Montreal, has been spending a few days in Boston and other shoe centres.

Another block sole cutting and other machines have been installed by the United Shoe Machinery Co. in the factory of the Rena Footwear Co., Montreal.

The Independent Box Toe Co., Montreal, have just installed a new skiving machine in their factory. The company say that box toes will be smaller next season.

Alf Baines, manager of the Aylmer Boot & Shoe Co., Aylmer, Ont., for some time past, has been succeeded by Wm. Carroll, late of the Relindo Shoe Co., Toronto.

The Gutta Percha and Rubber Manufacturing Co., Toronto, have purchased a valuable property on Eleventh avenue, just south of the C. P. R. tracks, in Calgary, with a view to building a large warehouse in that city in the future.

The four-storey extension of the Minister, Myles Shoe Co., Toronto, is about completed. The top flat is already being used as an extension to the cutting department. The other floors will be occupied by the end of the year.

A. L. Breithaupt, President of the Berlin Trunk and Bag Co., and also a member of the Breithaupt Leather Co., is a candidate for the mayoralty in that thriving city. His many friends in the trade will wish him every success in his contest in Berlin.

Hempstock, formerly in charge of the treeing and the John McPherson Co., Hamilton, has returned from the Relindo

bers intending to demonstrate that there is nothing like leather.

Aird & Son's new factory which is being erected on Ontario street, Montreal, is fast nearing completion and they expect to occupy it within the next two months. The new building of four storeys and basement has a floor space of about 22,000 square feet, is constructed of brick with a fine wire cut brick front and is in a fine location for the employment of help in the factory. Aird & Son will probably keep their present factory in operation until next May.

J. W. Farley, who for the past two years has been superintendent of the Relindo Shoe Co., Toronto, left this week to take a similar position with a large manufacturing firm of women's welts in New York city. Mr. Farley started the first Goodyear plant operated in Venezuela, South America, over twenty-two years ago, and during his residence in Toronto made many friends. He is succeeded at the Relindo factory by James Newman, late of the O'Donnell Shoe Co., St. Paul, Minn.

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

The by-law in favor of expending \$45,000 in St. Thomas on the enterprise of E. T. Wright & Co. being carried by such a large majority, no delay has been experienced in going on with the erection of the new building. "It seems," declares E. E. Donovan, superintendent, "that every one was in favor of it. We have started the new factory. We are well under way in our temporary quarters and have been shipping shoes for the past ten days." The by-law, which was carried by a majority of 1,477, only 63 persons voting against it, calls for the expenditure of \$45,000, to be applied as follows: Thirty-eight thousand dollars in the erection of a factory, pressed brick, four storeys, 125 x 48 feet, with concrete basement, and in such a condition as to furnishings and appointments as will permit the immediate occupation thereof by the company's employees; the company to pay as a rental for ten years, with privilege of renewal, at the rate of six per cent. on the entire outlay by the city. The company will also be given the option to purchase at the end of the term. Five thousand dollars to be applied to the amount expend-



ness in its various branches. After ten years' experience in the retail end he started on the road for L. C. Rowen Shoe Co., Guelph, and was connected with that firm until two years ago, when he joined the staff of McLaren & Dallas, Toronto. He ably represents them in Niagara Peninsula. Those who have come in contact with Mr. Berscht recognize that he is a valuable asset to any firm, as his energy is untiring. Mr. Berscht is one of the leading members of the Guelph Commercial Travelers' Association, and at their meeting held last month was elected first vice-president. He is also a member of the board of directors for Toronto, securing both offices by acclamation.

Six Months Record Business

Ames-Holden-McCreedy Company, Limited, of Montreal, report that the six months' business ending October, shows an increase of sales of over \$75,000 in excess of the corresponding period last year, and very largely increased profits. The joint output of the three factories is now about 9,500 pairs per day. The advance sales for the spring trade are considerably ahead of last year, and reports from all of the branches, from the Atlantic to the Pacific, all indicate a heavy business for the coming spring. Two additions have been made to the St. Hyacinthe factory, and, notwithstanding this, the company is crowded with orders which will keep the factories at full capacity until next March without any additional orders which are coming in daily. The company recently erected a new warehouse in Edmonton and has just completed one in St. John, N.B., and will have to erect larger warehouses in Winnipeg and Calgary in the near future to meet the requirements of increased business. The company anticipates even a much larger showing both in sales and profits during the next six months of the fiscal year.

Still Another Factory for St. Thomas

St. Thomas, Ont., is getting a second new shoe factory, the Suedicor & Hathaway Co., of Detroit, deciding to locate there. They are the makers of men's, boys' and youths' fine Goodyear welt and nailed shoes and are located at 81-89 West Woodbridge street, Detroit. They have been making men's shoes in Detroit for some time and employ about sixty hands. The company desire to pull out of the American city, however, owing to the high rent and taxes they are forced to pay. They decided to move to Canada but the question arose as

necessary to note the remarkable increase in earnings to realize the result of his progressive policy. When asked for a statement as to the proposed new plans and increase of capital, Mr. McGibbon said that the work of arranging details was going along quietly but thoroughly. "I may tell you," continued Mr. McGibbon, "that the earnings of the Consolidated Rubber Company are very large this year. We certainly must expand in all departments, and, of course, we require more capital. I am hopeful of finally working out all details early in the new year, as the rapid increase in business all over the country demands immediate action to meeting the growing demands of our output."

Have You Had Your Shoes "Balataed"?

The latest thing introduced to the trade for the purpose of keeping soles of shoes dry, excluding cold and damp, and wearing with all the satisfaction and durability of even the best oak tanned sole leather, is "Balata." This material, which is a waterproof canvas, chemically treated, is very flexible and can be fitted to any shoe without nails, tacks or stitches. One, two, three, or four-ply may be used and the thickness is from 1-16 to 1/4 of an inch, which is thinner than any tap sole. Balata, which comes from England, is guaranteed to be entirely waterproof and to prevent the wearer from suffering from chills, colds or rheumatism. It is being introduced to retailers in Toronto and elsewhere, by the Balata Soling Co., 62 Richmond street east, who are installing a complete repair outfit and will make a specialty of putting this material on shoes. The price for balata soling is about the same as for leather soling, but the advantages claimed are that it will last equally as long, or longer, is entirely wet proof, lighter and more flexible, and will not destroy the welt. It is put on with a cement which quickly hardens. Its appearance, and the fact that rubbers can be dispensed with entirely will, the company claim, commend it to a large number of patrons who do not desire to wear heavy, double-soled boots.

An Aggressive Canadian Representative



A. C. Kitchener, who is the Canadian representative of the Palatine Rubber Co. of Preston, England, has been connected with the firm for about twelve years. He covered the greater part of the British Islands before coming to Canada three years ago.



W. S. WYATT

wide and possesses attractive show windows. It is the intention of the proprietors to do a strictly family trade and to carry a stock such as will meet the wants of all the members of the household from grand-sire to grandchild. The firm will provide the highest measure of efficiency and service and adopt all the latest ideas in retailing. The

manager of the establishment is F. A. Robinson, one of the most successful and enterprising shoemen of the west who has resided in Saskatoon for the past six years and has seen twenty-two years' service in the footwear line. The stock is well assorted and a feature will be the handling of traveling requisites of all kinds. The conveniences and arrangements of the store are thoroughly modern and the manager lately visited all the principal shoe emporiums in the east in search of suggestions. Messrs. Wyatt and Little have lived in Saskatoon for some years and are bright, progressive residents of that thriving city, which is forging so rapidly ahead and possesses some of the finest wholesale and retail establishments any centre in



J. A. LITTLE

affairs, but for the better grades of shoes it looks as if the five dollar product for men and women will soon be about the cheapest, all leather welt shoe, either in men's or women's than the retailer can sell with any satisfactory profit to himself or guaranteed wear to the customer.

Some Jottings from Quebec

Jos. Metivier, manager of the Elie Jobin Ltd., spent a few days at his farm located in Cacouna.

It is reported that W. Couture, of St. Malo, will shortly start a shop for making special McKay work.

The John Ritchie Co.'s extension is entirely finished and the cutting room has been removed to the new building.

It is rumored that Duchaine & Perkins will add another flat to their building owing to their rapidly increasing business.

Mederic Tremblay, manufacturer of misses' and children's shoes, had a part of his hand badly cut in a sole cutting machine.

Max Clement and Sons, tanners, have recently built an annex to their tannery and are very busy in making black and tan box kip.

George Fex, manager of Louis Gauthier Co. is back from an extended trip to Western Canada and several points in the United States.

The shoe manufacturers report that dongola of the cheaper grades and dull sheep leathers are very scarce and that the price of sole leather is constantly going up.

D. R. Sutherland, of Pictou, N.S., J. H. Love, representing Paul Galibert, Montreal, H. C. Sturdy, representing the Bonner Leather Co., Montreal, were in Quebec. Among other recent visitors to the city were Charles Campbell, representing the Boston Last Co., of Richmond, Quebec, and A. Grossbauer of the Columbia Ribbon Co., Paterson, N.J.

The recent fire, which did considerable damage to Gale Bros.' factory has not interfered with the output of the firm, whom nothing can discourage. The day after the blaze men were set to work to rebuild the damaged parts of the building. The work is now completed and things are running as smoothly as if nothing had happened.

Edgar A. Shee, Quebec representative of the Robson & Co. of Ottawa, Ont. was united in the bonds of

duck and leather top rubber goods, hockey boots, larrigans, etc., would improve. The rubber footwear companies, for the most part, are in excellent shape to take care of the demand when it comes. Last year at this season there was a shortage in many lines owing to the wet, snowy weather and the sudden rush, but this winter conditions are somewhat reversed.

From Sample Clerk to Manager



To be only twelve years in the shoe business and in that time to rise from sample clerk in a Montreal store to manager of a shoe manufacturing concern turning out 2,500 pairs of men's Goodyear welts per week is no mean feat. J. A. Cyr, of Drummondville, has done it, however, and he is not only an able shoe man, but a right royal good fellow personally as well. After a period as sample clerk, he became accountant with the Regina Shoe Co. when the latter firm started business. Two years later he became office manager of the Standard Shoe Co., and on the demise of the latter firm, he traveled for about a year in Montreal for a prominent concern. Then he became office manager for the O. B. Shoe Co., Drummondville, and has stayed with them ever since, being recently appointed superintendent and manager. Mr. Cyr is very optimistic about the prospects of his company, and says it is only a matter of time until they enlarge their factory, which is now running to capacity. Mr. Cyr's many friends in Quebec province certainly wish him well in his new berth.

Items of Interest from Winnipeg

Mr. Bloodsworth, formerly of the Moyer Shoe, Limited, has taken a position with the Avenue Shoe Co.

Mr. Bent, who is well liked in retail circles, recently left Winnipeg. He has secured an excellent position further West.

Wm. Wilson, manager of The Diamond Shoe Co., is doing well at the corner of Sherbrooke street and Portage avenue. He is well liked by the public, and is building up a fine trade.

Mr. Clint, who has been identified with the Avenue Shoe Co. for some time, has resigned his position and will go on the road for the Rideau Shoe Co., of Montreal. He

Shoe Conditions in St. John, N.B.

After a business trip to leading shoe centres in the New England States and Upper Canada, R. T. Hayes, manager of the J. M. Humphrey Co., Ltd., wholesale shoe dealers and manufacturers, St. John, N.B., has returned home, bringing the information that there was every prospect of further increases taking place in the price of boots and shoes. The only hope was in the hide market—that it might become easier than at present, but this seemed most remote. The indications were that within a little while another advance in quotations would be made.

"I found the shoe trade in every place I went in a most prosperous condition," said Mr. Hayes. "Business was particularly active in Upper Canada. The manufacturers are finding that the difference in shoe prices has not affected their business, as yet at least, any more than to swell the number and size of orders received, through the fear of the still further increases looked for in the hide market. In fact, many of them are refusing orders. The smaller manufacturers are sorely pressed, but the larger houses are doing a rushing trade, and until their contracts are filled or their present stocks of leather are exhausted, there will probably be no higher quotations, but after that—well, we may expect quite a jump in boots and shoes again. I had several personal talks with different dealers, jobbers, manufacturers, etc., and the same opinion prevails amongst them all. So far we have noticed but little difference locally since the advance in cost of goods, and business is in a most encouraging condition."

No larger orders are being placed than are actually needed and buying is of the hand-to-mouth variety. Few manufacturers, according to local advices, are trying to anticipate the future in buying leather, and tanners are curtailing their deliveries because they simply cannot get the hides.

The weather man has been most unkind to the St. John dealers up to the present. There has really been only one fall of snow and that of little consequence. Practically all of them are heavily stocked with rubbers and heavy boots but it is disappointing to note that the demand for them is far below what it should be, considering the lateness of the season. It has been an open fall and even a more open winter thus far and were it not for the natural impetus given to business about the holiday season, trade would be dull indeed, with the majority of local dealers unable to do business.

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Men's, Boys', Youths' and Little
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The Lachance Ankle Brace

A boon to athletes. Relieves
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valuable as ankle support for
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SLAUGHTER SOLE (Logan's, the Leather of Quality)

Here's a leather eminently suitable for factory sewed work, that will compare favorably with anything you've seen. Ask us to tell you about it.

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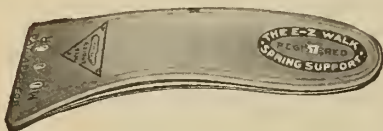
Pictou, N.S.

THE E-Z WALK

TRADE MARK

SPRING ARCH SUPPORT

FOR MEN, WOMEN AND CHILDREN



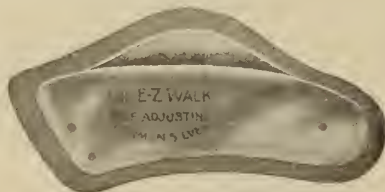
The E-Z Walk with double spring, without side lip, can be placed in lightest shoe and will not distort it.

THE ONLY ARCH PROP HAVING FULL DOUBLE SPRING FROM HEEL TO BALL

They are self-adjusting, need no machinery to adapt, nor tinkering to fit, yet they conform to every characteristic of the foot and need no breaking in.

LIGHT — FLEXIBLE — DURABLE

They are ready sellers and every customer becomes a sales agent for you. Every pair guaranteed against breakage and flattening for 6 months.



The Self-Adjusting E-Z Walk with side lip, steel spring and German silver bottom plate.

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Notwithstanding the high price, every one must have shoes, and every shoe worn must have a sole.

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PENETANG Firm and close grained. "Cuts like Cheese and wears like Iron." The Long wear Waterproof Sole.

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LISTOWEL For fine and sewed work.

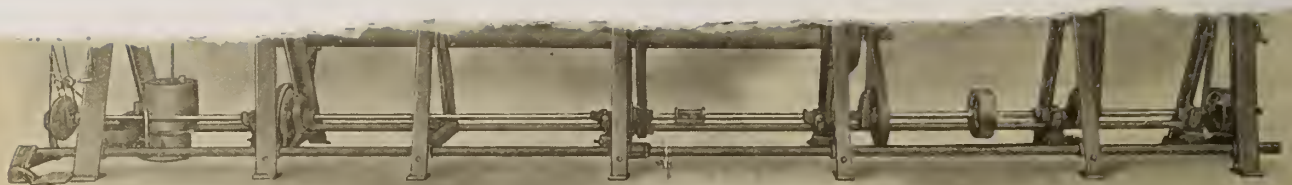
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THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency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

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

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

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

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

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

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

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BETWEEN two shoe eyelets that present the same appearance in the shoes, there may be a world of difference in the wear. One can resist wear only to the extent of its none too reliable coating of enamel ; underneath is the inevitable brass of the brassy eyelet. The other kind (if it is a Fast Color eyelet) is constructed as shown above, and by the way, there is only one kind of eyelet that is Fast Color. They are all made this way, with celluloid tops of solid color and 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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